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MARINDUQUE STATE COLLEGE
SCHOOL OF BUSINESS AND MANAGEMENT
Tanza, Boac, Marinduque



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**THE IMPORTANCE OF CULTURE IN THE SOCIETY AS PERCIEVED BY LOCAL
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TAPUYAN, GASAN, MARINDUQUE

**EFFECTIVENESS OF CULTURAL HERITAGE PRESERVATION THROUGH
TOURISM OF MARINDUQUE:.....229**

BASIS FOR INTERVENTION

COMPILATION OF UNREVISED MANUSCRIPTS
Bachelor of Science in Tourism Management 3A

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REVIVING THE TOURISM INDUSTRY IN BOAC, MARINDUQUE IN THE TIME OF
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by
Jonalyn O. Erta
November 2021

This chapter presents the introduction of the research study and its problem.

Background of the Study

The COVID-19 Pandemic has greatly harmed the tourism industry. The outbreak of COVID-19 has recorded critical health challenges around the world. This pandemic is one of the most infectious outbreaks in the world's history. Given that this pandemic threatened several lives, alarms every livelihood and industries, and also affects public services and opportunities. Tourism and travel industry is the most affected sectors because of this pandemic. While some industry can easily adapt to technology based advancement these days, there are industries which cannot because of the travel restrictions and social distancing. Tourism is one industry which cannot hold this type of advancement because they need tourists. Tourism is one of the most labor-intensive sectors. Such a falloff for the industry may put millions of jobs at risk, unemployment, and economic shocks. Tourism industry depends on the tourists and the travelers but pandemic caused limitations and restrictions to this industry. Marinduque being the small island as it is, needs proper attention to revive and rebuild the tourism industry due to economic falloff and as well as the tourism industry itself. According to Elsevier Ltd. (2020), based from the review of 35 papers that studied the tourism industry in the wake of the pandemic, they proposed a resilience-based framework for reviving the global tourism industry post COVID-19.

The above discussion drives motivation to perform a review of challenges faced by tourism industry in Boac Marinduque due to COVID-19 Pandemic and how this industry will revive from its problems and adjustments.

Statement of the Problem

Specifically, this seeks to answer the following questions:

1. How COVID-19 Pandemic affects the life of tourism industry.
 1. Who are the most affected tourism sectors of COVID-19 Pandemic?
 2. What are the visible effects of COVID-19 Pandemic to tourism industry?
2. What are the possible solution/s and preparations to restore the activeness of the downshift of tourism sectors/ industry.
 - 2.1 Which institution is responsible to manage the revival and restoration of Tourism Industry?
 - 2.2 and , how does this institution help the locals of Boac Marinduque in restoring the tourism of the province?
3. Lastly, how can tourism industry adapt to its reviving phase in the time of COVID-19 Pandemic?

Significance of the Study

This study aims to review how COVID-19 pandemic affects the tourism industry and how this industry will be active and to restore it again. This study is beneficial to this field because this will give knowledge on how we can contribute to an existing problem of the society. This will also enlighten people about the importance of tourism sectors in economic growth of Boac Marinduque. For the researcher/s, this can help them to be fully aware of how important maintaining the activeness of tourism industry. This will also benefit the local tourism department of Marinduque as it will give them additional knowledge and information about the concern and explore a much bigger opportunities or solutions for the said problem.

Scope and Limitation of the Study

The general intent of this study is to find out the effects of COVID-19 Pandemic to tourism industry with the focus on effective ways on how to revive and restore the Tourism Industry in Boac Marinduque.

This study will mainly identify how tourism industry is adjusting and coping with COVID-19 pandemic for tourists and owners. Also, this study yearn to identify on how the researchers find solutions to this existing problem of the industry, for them to identify how tourism leaders and department work as one for this problem and how this study will help the future researchers.

CHAPTER 2

Review of Related Literature

This chapter presents the related literature and studies, the synthesis and relevance of the study, and this also present the Conceptual Framework and its Definition of Term.

Local Studies

Marinduque Rising (2021) states that with the relentless spread of the virus globally including the Philippines, tourism was, as we know, put to a halt. Tourism in this island paradise had its share of hotel bookings, conferences, seminars and booked tours cancelled, the closure of resorts with some of their staff going on unpaid leave, and a wildlife sanctuary immediately closed operation. As tourism players remain optimistic to slowly be back in track in 2021, Gov. Velasco, has issued Executive Order No. 36-2020 creating the Marinduque Provincial Tourism Development Council (MTDC), to serve as venue for the private sector to take steps in addressing such challenges and concerns brought about by the pandemic to the local tourism industry.

Tourism-related livelihoods were badly affected, schools were likewise closed and local travel was discouraged as the virus spread to many barangays. The already sad situation was worsened by the series of devastating typhoons that hit the province toward the end of 2020.

While DOT announced the resumption of domestic tourism, such was limited to only a few destinations outside Marinduque and subjected to strict health and security guidelines. However, threats of the reintroduction of COVID-19 in such places that could trigger a lockdown remain.

Andrew Masigan (2021) says that domestic tourism generated the balance of \$36.6 billion. In terms of employment, the industry directly employed 1.3 million of our countrymen. Taking all these into consideration, it is hard to fathom how a full economic recovery can be realized without the resumption of travel. Losses are also mounting for those connected to the travel and tourism industry including hotels and resorts, tour operators, restaurants, spas, and entertainment venues. Aid provided by the government was practically insignificant, coming in the form of longer credit terms for permits, a few tax breaks, and financial aid for small and medium scale enterprises.

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Oxford Business Group (2021), explains that although the Covid-19 pandemic had a negative effect on the sector and the economy as a whole in 2020, policymakers and stakeholders are looking to adapt the sector's offering and prioritise domestic tourism to support the national recovery. Enhanced health and safety measures have been implemented to align hotels, tourism sites and other services with the demands of the new normal. Meanwhile, a shift towards digitalisation and the use of technology to upskill the workforce are readying the sector for the future.

ADB (2021), According to Asian Development Bank, tourism is one of the sectors hardest-hit by the COVID-19 pandemic, especially in countries where it is a crucial economic pillar. Digital technologies play a valuable role in helping countries like the Philippines bounce back and restart tourism activities in the new normal.

Sanya Grover (2021) states that the almost complete suspension of international travel has been one of the major elements of the quarantines introduced during the coronavirus disease (COVID-19) pandemic. Taken together, these strategies can help ensure that policy decisions are informed by careful and scientific formulations.

Foreign Studies

Helble, Matthias; Fink, Anna (2020) states that the abrupt fall in tourist arrivals and resulting demand plunge in the tourism sector due to COVID-19 has caused millions of job losses and economic hardships and wiped out many firms, especially the micro, small, and medium-sized enterprises that had catered to tourists or in related industries.

Xinhua (2021) Kenya said Monday that investment in robust public health measures has been prioritized in order to boost the confidence and safety of travelers as the post-pandemic recovery of the tourism sector gather steam. Najib Balala, cabinet secretary in the Ministry of Tourism and Wildlife, said that restoring confidence of local and international travelers is key to reviving a sector that bore the brunt of the COVID-19 pandemic.

Naomi Xu Elegant (2020), says that Singapore's various travel schemes provide an immediate boost to struggling hospitality businesses, but they are also attempts to establish Singapore as a place that is safe and open to visitors. Such a reputation would bolster the city-state's chances of playing host to global conferences and events as COVID-19 vaccines become available and the pandemic eases in 2021. But Singapore still hasn't managed to open a travel bubble with another region that would allow tourists from both sides to travel back and forth without quarantining.

Andreea Orindaru, Maria-Floriana Popescu, Alina Petronela Alexoaei, Stefan-Claudiu Caescu, Margareta Stela Florescu, and Anca-Olguta Orzan (2021), explains that in the COVID-19 outbreak context, some industries were seriously affected, and the T&T (travel and tourism) industry is unarguably one of those industries. As the world is slowly moving towards a recovery stage, T&T is lagging in the recovery process, mainly because of people's perception of safety and a new, more cautious behavior when buying products that are not essential for survival, such as T&T products. In order to discover sustainable recovery paths for the industry and the real impact of the COVID-19 outbreak on consumer perceptions and purchasing behavior, the current quantitative research was developed on the basis of two different representative samples in two different moments: May 2020 and December 2020, with a focus on Romania's population. The main results indicate that the COVID-19 pandemic has influenced travel patterns and habits regarding philological and economic factors. Psychological factors, primarily the fear of contamination, impact travelers' willingness to travel and the conditions and preferences for vacation destinations. At least in the medium term, people will avoid traveling in large groups and being in crowded places. Hygiene and health conditions in the host destination can represent essential factors in travel decisions. Confronted with a cautious clientele, tourism businesses (such as transport, accommodation, and catering) should further enhance their hygiene conditions to restore confidence. Moreover, communication is essential in these challenging times to tackle travelers' fear and concerns.

Ruwan Ranasinghe, A.C.I.D. Karunarathne, and Jayathree Herath (2021) says that the COVID-19 pandemic has created dramatic challenges reversing the growth in many economies, reaching the most devastative economical breakdown, converting millions of people with anxiety and depths of poverty that enforce a continuous threat to the most sensitive economies, making them vulnerable, resulting zero income that experienced a worse depression in the diverse sectors. The economic battle has insights on the tangible and intangible service economies that accelerated the negative consequences, specifically, in the tourism sector, which, immersed in the crisis without a potential cure that reverse the flow of economic functioning in the world. The depicted review will elaborate a picture of the global economy in 2020 with the COVID-19 pandemic and possible impact on reaching significant goals of 2030 agenda for sustainable development.

Synthesis and Relevance

The collection of studies above are related in the area of importance in keeping all the records and files. It will give assurance that this filled are assured and accessible for Reviving the Tourism industry in Boac Marinduque in the time of COVID-19 Pandemic.

Definition of Terms

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The following terms were defined according to how they are being used in the study:

Pandemic: This refers to the outbreak of virus internationally.

Tourism Industry: Sector that is most affected by COVID-19 Pandemic.

Reviving Tourism: This term is used to define the rebuilt of tourism industry.

Quarantine: used to define the stay or isolation of a person due to COVID-19 restrictions

Hospitality Business: Business that includes accommodation, food and beverage that are affected by COVID-19 Pandemic

Conceptual Framework

INPUT

PROCESS

OUTPUT

CHAPTER 3

METHODOLOGY

This chapter covers the methods and procedures used in conducting the research. It includes discussion of the research method, variables studied, population frame and sampling scheme, characteristics of respondents, research environment, research instruments, and data-gathering procedures.

Research Design

The researcher used the descriptive method which involved the collection of data in order to answer the questions concerning the factors of the subject of the study. The researcher preferred to use this type of research in order to identify the factors to be considered in reviving the tourism industry in Boac, Marinduque.

Research Locale

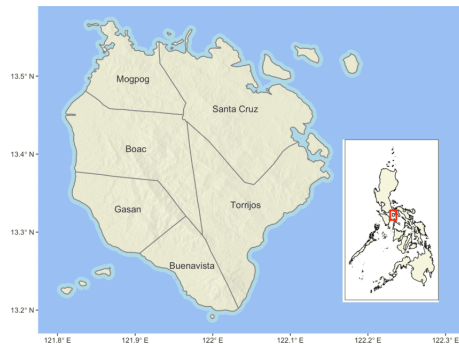


Figure 1: Map of Marinduque



Figure 2: Map of Boac

Research Population

The participants in this study will be local tourism merchandise owners, tourism officers and random locals from Boac, Marinduque and the survey will be disseminated through Google forms. The purpose of this study is to determine how the Tourism Industry of Boac Marinduque will be revived in this time of pandemic using a descriptive method.

Research Instrument

The instrument that will be used to conduct this study is the data collected from the respondents via Google Forms questionnaires. The researcher will organize, total and summarize the data collected to create a descriptive analysis of the total responses about the reviving of tourism industry in Boac Marinduque in this time of pandemic.

Data Gathering Procedure

All data for this study will be gathered through surveys via Google Forms to respondents, with an emphasis on Reviving the tourism industry in Boac Marinduque in this time of pandemic.

Ethical Consideration

The researchers assures that all the data collected will be handled with confidentiality and will only be used for educational purposes. All sources and references will be given credits to avoid plagiarism.

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IMPACT OF COVID-19 PANDEMIC IN THE TRASPORTAION AND SERVICES TO THE TOURIST DESTINATION AND RESIDENCE OF GASAN MARINDUQUE.

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by

MARK GIL M. MAGPILI

2021

CERTIFICATE OF ORIGINALITY

This is to certify that the sources in this undergraduate thesis entitled **“IMPACT OF COVID-19 PANDEMIC IN THE TRASPORTAION AND SERVICES TO THE TOURIST DESTINATION AND RESIDENCE OF GASAN MARINDUQUE”** properly acknowledged and duly cited.

This is to certify that the study is an original research undertaking and has not been copied from a previous work.

Issued this day _ of November 2021 at Marinduque State College, Tanza, Boac, Marinduque.

MARK GIL M MAGPILI

Researcher

ABSTRACT

Mark Gil Magpili M. November 2021 **“IMPACT OF COVID-19 PANDEMIC IN THE TRASPORTAION AND SERVICES TO THE TOURIST DESTINATION AND RESIDENCE OF GASAN MARINDUQUE”**. A.Y 2021-2022

Bachelor of Science in Tourism Management, Marinduque State College.

Adviser: Dr. Randy Nobleza

The COVID-19 epidemic has wide-ranging implications for the transportation industry. The characteristics of COVID-19 and SARS differ greatly in terms of the infectious duration, transmissibility, clinical severity, and community dissemination, hence results from earlier studies on SARS are difficult to apply. Despite the need for such insights, countries and localities have been pushed to act quickly in enacting travel-related measures without always fully comprehending their effects on propagation risks, economic and social consequences, or people's well-being. The goal of this study is to satisfy those needs as much as feasible by examining the literature on COVID-19 passenger transportation measures that was available as of the end of 2020, and also to identify the impact of covid19 pandemic in the transportations and services in the target residents. Our study will establish a structure for COVID-19 transportation metrics and their impact on common policy goals, provide a review of studies in this area, and synthesize the literature, analyze its policy importance, and recommend future research possibilities.

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Chapter I

THE PROBLEM AND ITS BACKGROUND

This chapter composed of brief introduction of the problem, the statement of the problem, significance of the study, its scope and limitation.

Introduction.

The transport industry was the most effected on the economic level. Travel restrictions that were put in place hindered the ability of companies to transport passengers. Transport workers' wages were deducted, other transport workers were laid off, and some transport companies were closed down because of the pandemic. The pandemic has put the governments and transport companies in the challenge of adapting to the new norms, consider new means of transport operations, the efficiency of services provided to passengers, prioritizing passenger's safety, and above all preventing the Corona Virus from spreading. As a response to the pandemic; transport companies had to take all necessary precautions to somehow sustain international and local mobility. Logistics and transport companies are facing many challenges in order to adhere to safety procedures such as social distancing, checking Covid19 test results and other needed information, as these procedures will prolong traveling. Social distancing and managing queuing in innovative ways will lessen the absorptive capacity of the different means of transportation. Since the transport industry is the most vulnerable and effected industry during the pandemic, it is anticipated that it

will be the last to recover from the impact of Covid19. The recovery of transportation is fully dependent on to what extent safety procedures were applied during the first wave of the pandemic.

The global health crisis that we are now experiencing has not struck the international community for over a century. By the time a remedy is discovered to stop the Corona virus from transmitting and putting an end to this pandemic, the sole weapon we currently have against the virus is to limit human contact as much as possible. As a result, the world has come to a standstill from local transport to global supply chain. The busy and active movements in the urban traffic and global trade routes have become calm, activity in the aviation sector has fallen by 90%, and the level of citizens' mobility in different parts of the globe has fallen to a single digit percentage comparing to the pre-pandemic era. The transport industry finds itself in an unrepresented situation, one of its essential roles is to bring the world together, enable citizens meet face to face, and it is considered as the main facilitator of social interaction. The role of transportation is fundamental and cannot be depreciated as it still contributes to nourishing and supplying other sectors that were immensely impacted by Covid 19 such as the health sector.

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The focus of the governments of various countries is to stop and control the community transmission of COVID-19 in order to restrain the severe damage, but a dynamic transmission of coronavirus infection makes it a strenuous task. In the months of March and April 2020 lockdown was imposed in several countries to control the fatalities and loss of physical health.² To date (30th November 2020) the number of Covid 19 cases have reached 64,3 million cases all over the world and 1,49million people have died. Covid 19 pandemic has severely impacted the tourism industry, oil industry, food industry, healthcare industry, and the transport industry. During the Corona Virus pandemic, Transportation shifted from moving passengers to playing an essential core role in insuring that freight and key workers can continue to move, which leads to a sudden shift in the revenue resources for transportation to keep the operations going and experiencing unexpected financial shortfall.

According to Emmanuel Mogaji (2020). The growing number of studies on the impact of COVID-19 is often discussed in the context of developed countries, highlighting a gap in the understanding of how the pandemic is impacting developing countries. This theoretical commentary focuses on the present and long-term impact of COVID-19 on transportation.

Statement of the Problem

The researcher focus on the transportations and services of Gasan Marinduque going to the tourist destination of this locality. This study aims to determine the impact of covid19 to the transportation and services to the tourist and residence of municipality of Gasan, Marinduque. To answer the general problem, the researcher sets the following questions:

What is the demographic profile of the residents?

What services and transportation are available in this time of pandemic?

Is this transportation and servicer being very helpful?

What transportation are you certainly used?

What tourist destination are certainly available in this time of pandemic?

3.2. what transportation and services are available to go to in this destination?

3.3. what is the impact of covid19 pandemic to this transportation and services?

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Is there any protocols or rules in that transportation that can help you to avoid covid19?

What kind of covid19 protocols are applied in that transportation?

Is this effective or not?

What is the impact of covid19 to the transportation and services in the locality of Gasan Marinduque?

What is the impact of covid19 to the transportation and services in the tourist destination on the locality of Gasan Marinduque?

Significance of the Study

The result of this study will be a great help to the following;

To the drivers, this study will help the drivers to know the importance of covid19 protocols to their customers and daily services. And also for them to be aware on the possible impacts of covid19 to their transportations and services.

To the tourist, this study will help the tourist and other resident of Gasan Marinduque to make their travel easier and affordable.

To the tourist destinations owner, this study may help them to provide some safety transportation to their customers and tourist.

To the workers, this study will help other workers to know the basic step to avoid covid19 while they are transporting and travelling to their works.

To the parets, this study will serve as a guide to the parents in encouraging their children to be safe in this time of pandemic. Specially when face to face classes are totally declare.

To the students, this study may help them to be knowledgeable about the impacts and common rules to avoid covid19 pandemic to their studies.

To the residence of (Gasán) Marinduque, this study will encourage the residents of (Gasán)Marinduque most specially those who are using transportation to their daily living to follow the rules and regulations to avoid the impact of covid19 to their traveling and transportations.

To the Future Researchers, this study will serve as a reference in conducting related study about the impact of covid19 to the transportation and services.

Scope and Delimitation

This study covers the transportation services of Gasán Marinduque and to the drivers who have a service about transportation, to the workers and students who are going to the other places or municipalities and to the other residence who are using transportations to their services and living. The study includes only the values that they developed in travelling and using transportation while the covid19 is still relevant, but to know the implications of the findings of the study to the training of future teachers. The period of the study is from November, 2021 to February, 2022

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter presents the local studies, foreign studies, synthesis and relevance, theoretical frameworks and definitions of terms.

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Local studies.

Human movement has been impacted by the COVID-19 pandemic, which has resulted in lockdowns, social distancing restrictions, house quarantines, and the entire or partial stoppage of transit. Evidence-based policy recommendations are urgently needed to guarantee that transportation networks are resilient to future pandemic breakouts, especially in megacities in the Global South where public transportation demand is strong and limited access might worsen socio-economic inequality. This research focuses on Metro Manila, a typical megacity that was subjected to one of the most severe lockdowns in the world. It examines Google and Apple's aggregated mobile phone and GPS data, which give a full picture of mobility activity before and during the lockdown. While significant decreases are observed for all transport modes, public transport experienced the largest drop (−74.5 %, on average). The study demonstrates that: those most reliant on public transport were disproportionately affected by lockdowns; public transport was unable to fulfil its role as public service; and, this drove a paradigm shift towards active mobility. Moving forwards, in the short-term policymakers must promote active mobility and prioritize public transport to reduce unequal access to transport. Longer-term, policymakers must leverage the increased active transport to encourage modal shift via infrastructure investment, and better utilize big data to support decision-making.

Foreign Studies

The COVID-19 epidemic has posed a significant problem for modern public transportation systems throughout the world, resulting in an unparalleled drop in demand and income. In this paper, we summarize the state-of-the-art on key developments in public transportation and the COVID-19 pandemic up to early June 2020, including the various responses adopted by governments and public transportation agencies around the world, as well as research needs pertaining to critical issues that minimize contagion risk in public transportation during the so-called post-lockdown phase. While attempts to adhere to physical separation (which challenges the very concept of mass public transportation) are looming in several countries, new research shows that proper use of face masks significantly reduces the risk of contagion in closed environments such as public transportation vehicles. Beyond service quality and health dangers, the economic and social consequences of the COVID-19 epidemic in public transportation include financial viability, social equality, and long-term sustainability mobility. There is a risk that if the public transportation sector is perceived as poorly transitioning to post-pandemic conditions, that viewing public transportation as unhealthy will gain ground and might be sustained. To this end, this paper identifies the research needs and outlines a research agenda for the public health implications of alternative strategies and scenarios, specifically measures to reduce crowding in public transportation. The paper provides an overview and an outlook for transit policy makers, planners, and researchers to map the state-of-affairs and research needs related to the impacts of the pandemic crisis on public transportation. Some research needs require urgent attention given

what is ultimately at stake in several countries: restoring the ability of public transportation systems to fulfill their societal role.

Synthesis and Relevance

The COVID-19 epidemic has wide-ranging implications for the transportation industry. During the first wave of the lock-down, public transportation usage dropped by more than 90% in many places (Van Oort & Cats, 2020). The aviation industry has also been harmed around the world. Governments are under pressure to loosen, if not tighten, travel laws, although it is unclear what the health hazards of doing so are. The characteristics of COVID-19 and SARS differ greatly in terms of the infectious duration, transmissibility, clinical severity, and community dissemination, hence results from earlier studies on SARS are difficult to apply. Despite the need for such insights, countries and localities have been pushed to act quickly in enacting travel-related measures without always fully comprehending their effects on propagation risks, economic and social consequences, or people's well-being. The goal of this study is to satisfy those needs as much as feasible by examining the literature on COVID-19 passenger transportation measures that was available as of the end of 2020, and also to identify the impact of covid19 pandemic in the transportations and services in the target residents. Our study will establish a structure for COVID-19 transportation metrics and their impact on common policy goals, provide a review of studies in this area, and synthesize the literature, analyze its policy importance, and recommend future research possibilities. We limit ourselves to passenger mobility and concentrate on planes, cars, buses, trams, metros, bicycles, and walking as modes of transportation. The methodology is described the research, the results are presented in Section 3, and the key conclusions are summarized in Section 4, along with reflections on policy implications and ideas for further research.

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Theoretical Frameworks

Inputs

- The study objective is to appreciate the Impact of covid19 pandemic to tourist destinations, residents and drivers to their transportation and services.
- To apply the different tools and methods for gathering, classifying and analyzing local cultural data and information's.
- The study aimed to recognize and give a guide to the target residents and tourist destinations regarding to the impact of covid19 to the and their transportation and services.

Process

- A researcher created a questionnaires and surveys via Google forms to distribute it easily and to the drivers or residents who don't gadgets the researcher created a printed questioner for them to answer the following questions.

Output

- Importance of conducting this research is to give some knowledge and guide to the respondents and for them to be aware to the impact of covid19 to the tourist destinations and to their transportation and services here in Gasan Marinduque.

The researcher aims to recognized and appreciate the impact of covid19 to the transportation and services here in Gasan Marinduque. How if it is able to apply the different tools and methods for the classifying, analyzing, gathering information especially in preserving, protecting and promoting.

Definition of terms

To further understand the study, the following terms are operationally defined

Covid19- an acute respiratory illness in humans caused by a coronavirus, capable of producing severe symptoms and in some cases death, especially in older people and those with underlying health conditions. It was originally identified in China in 2019 and became pandemic in 2020.

Transportations- transportation, the movement of goods and persons from place to place and the various means by which such movement is accomplished.

Impact- the action of one object coming forcibly into contact with another.

Services- Service is defined as someone or something that is intended to provide help to those aiding others

Pandemic- Disease prevalent over a whole country or the world.

Tourist Destination- Tourist destination is a city, town, or other area that is significantly dependent on revenues from tourism, or "a country, state, region, city, or town which is marketed or markets itself as a place for tourists to visit". It may contain one or more tourist attractions and possibly some "tourist traps".

Chapter III

RESEARCH METHODOLOGY

This chapter presents the methods used in the study. It contains the research design, research locale, research population and sample, research instrument, data gathering procedure and statistical treatment of data.

Research Design

The researcher used the descriptive research method in the conduct of the study. It attempts to collect quantifiable information to be used for statistical analysis of the population sample. It is a popular market research tool that allows collecting and describing the nature of the demographic segment (Bhat, 2019).

The quantitative research method was the most appropriate method to be used in this study. It is needed because it would be a great help to the researcher to determine what is the impact of covid19 to the transportation and services in the locality of Gasan.

Research Locale

The study was conducted at Gasan Public Market. It is located at Purok Singko. in Brgy. Dili, Gasan, Marinduque. Gasan Public Market is one of the top-rated places listed as [Shopping & Retail](#)

[in Gasan](#) . It also a place that have transportation going to the other municipalities and destinations of Marinduque.

The map of the research locale is marked as:



Figure No. 2 Map of Gasan, Public Market, Marinduque . Figure No. 3 Map of Gasan, Marinduque



Figure No. 4 *Gasán Public Market, Gasán Marinduque*

Since the research respondents are the residents, drivers and tourist in Gasán, Marinduque is the most appropriate institution to conduct the study because it provides a large number of residences, drivers and tourist who experienced the impact of covid19 pandemic to Tourist destination and to their services and transportation.

Research Population and Sample

The population of the study was the residence of Gasán Marinduque specially the students, tourist, and drivers who have a service in transportations' researcher used purposive sampling in the conduct of the study to select the specific respondents and reject the individuals who do not fit in the criteria. With this, the respondents will be easily determined.

Status	Transportations	Destination
Student		
Workers		
Drivers		
Tourist		

Research Instrument

Since COVID-19 are still relevant, researcher used social media instrument called google form to prevent socializing to the respondents. The researcher made questionnaire composed of two part which can be answer by checking (✓) and choosing the right answers. The respondents have an option to write their name and they provide address and major in a section bin personal information. Part I. determines the basic information of the respondents in relation to transportation and services. Part II. includes the impact of COVID-19 pandemic in their transportation and services.

Data Gathering Procedure.

The researcher prepared some letter of permission to the respondents before taking the interview and survey. After that, the questionnaire was carefully checked and evaluated by the researcher professor before the actual administering of questionnaire.

After the permission and the questionnaire were granted, the next day, the researcher used the free time of the respondents to avoid any distraction because some of the respondents are drivers and students. The researcher will start to conduct the questionnaire to the respondents by the month of January 2022. After that the results will be tally, analyzed and interpreted considering their utmost confidentiality.

Ethnical Consideration

With respect to the respondent's privacy and compliance with data privacy act. The researcher makes sure that the personal information's of the respondents is safe and confidential. The researcher will undergo the process of complying with the necessary documents before and the data gathering. The researcher will strive honesty of the results, data and its procedures in all scientific communications.

**THE EFFECTS OF COVID-19 PANDEMIC TO THE TOURIST ARRIVALS OF THE
SELECTED BEACH RESORTS IN MANIWAYA ISLAND, STA. CRUZ MARINDUQUE**

An Undergraduate Thesis

Presented to the Faculty of College of Accountancy Business and Governance

In Partial Fulfillment

Of the requirements for the Degree of

Bachelor of Science Tourism Management

By:

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BSTM 3A

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Chapter I

INTRODUCTION

COVID-19, the highly transmissible viral illness caused by severe acute respiratory syndrome coronavirus 2 has had a catastrophic effect on the world's demographics resulting in more than 3.8 million deaths worldwide. After the first cases of this predominantly respiratory viral illness were first reported in Wuhan, China, in late December 2019, Covid-19 rapidly disseminated across the world in a short span of time, urgently the World Health Organization (WHO) to declare it as a global pandemic on March 11, 2020. Since being declared a global pandemic, COVID-19 has devastated many countries worldwide and has overwhelmed many healthcare systems. The pandemic has also resulted in the loss of livelihoods due to prolonged shutdowns, which have had a rippling effect on the global economy (Cascella M, Rajnik, Aleem, et al.) .

Tourism is one of the world's major economic sectors. It is the third-largest export category and in 2019 accounted for 7% of global trade (UNWTO). For some countries, it can represent over 20% of their GDP and, overall, it is the third largest export sector of the global economy. Tourism is one of the sectors most affected by the Covid-19 pandemic, impacting economies, livelihoods, public services and opportunities on all continents. Export revenues from tourism could fall by \$910 billion to \$1.2 trillion in 2020 (UNWTO). This will have a wider impact and could reduce global GDP by 1.5% to 2.8%. Tourism supports one in 10 jobs and provides livelihoods for many millions more in both developing and developed economies. In some Small Island Developing States (SIDS), tourism has accounted for as much as 80% of exports, while it also represents important shares of national economies in both developed and developing countries (UNWTO).

Moreover, even worse are the forecasts of the International Air Transport Association (IATA, 2020), which suggest that a full recovery of international air travel at the pre-COVID-19 levels will take place not before 2023–2024. However, the scenario for global tourism flows will

depend, among other things, on the future course of the pandemic and governments' release of travel restrictions.

Maniwaya Island is part of the town of Sta Cruz and is less than an hour of boat ride away from the main island. The Municipality of Sta. Cruz a first-class municipality of Marinduque and has a lot of natural attractions and tourist destinations affected by the Covid-19 pandemic. In this context, this study is conducted to identify and discuss the effect of the Covid-19 pandemic to the tourist arrivals of selected Beach Resorts in Maniwaya Island, Sta.Cruz Marinduque.

Statement of the Problem

The study aimed to determine the effects of Covid-19 to the tourist arrivals of selected Beach Resorts in Maniwaya Island, Sta. Cruz Marinduque. It sought to answer the following questions:

1. What is the profile of the Beach Resort in terms of :

1. Number of Employees

2. Total Room Capacity

1.3. Tourist Arrivals

2. Effects of Covid-19 in terms of:

2.1. Economic

2.2. Environmental

3. What are the coping strategies of the management?

4. What intervention can be proposed?

Significance of the study

This study will benefit the following entities:

The **respondents**, this will help them identify the effects of Covid-19 Pandemic to the tourist arrivals of the selected Beach Resorts in Maniwaya Island Sta.Cruz , Marinduque and it will serve as an eye opener to improve their establishment.

The **future researchers**, this will serve as a reference manual for studies and researches with similar topics and ideas.

The **tour operators**, this will help them get some information in the Beach Resorts.

The **tourism employees and the management**, this will help them to know what strategies they can make to attract visitors, but at the same time their safety is a first priority.

The **community**, this will help them identify the effects of Covid-19 Pandemic to the tourist arrivals of the selected Beach Resorts in Maniwaya Island Sta.Cruz , Marinduque and it will serve as an eye opener to improve their establishment, and it will be serve as a guide to mitigate the impact of Covid19 in their businesses.

To the **tourism industry of Marinduque**, this will help promote tourists spot and will help boost the local tourism industry. Aside from this, it can also be a basis for reopening of more accommodation to help the economy of Marinduque.

Scope and Delimitation

This study is focuses in determining the effects of Covid-19 Pandemic to the tourist Arrivals of the selected Beach Resorts in Maniwaya Island, Sta.Cruz Marinduque in terms of

economy and environment. This study will be conducted on some selected Beach Resorts in Maniwaya Island, Sta.Cruz Marinduque. There is no specific date and time in the distribution of questionnaires and collection date among the respondents due to health protocols that will be given by the researcher due to hard time on conducting a face-to-face interview.

Chapter II

REVIEW OF RELATED LITERATURE

Local Studies

According to PwC, the tourism industry is among the sectors that have been greatly affected by the COVID-19 pandemic. The closing of borders, airports, and hotels as well as restrictions on mass gatherings, land travel and related services across the world put around 100 to 120 million jobs at risk, as estimated by the World Tourism Organization. First quarter of 2020, the period when the travel restrictions and lockdowns in most countries started, international tourist arrivals declined by 22% resulting in an estimated loss of US\$80bn in global tourism receipts. In such period, 97 destinations have totally or partially closed their borders for tourists, 65 destinations have suspended international flights totally or partially, and 39 destinations were implementing the closing of borders (i.e., banning the arrivals from specific countries).

In the Philippines, the government closed the airports in Luzon on 20 March as part of the Enhanced Community Quarantine (ECQ) that started in the island on 16 March. The tourism sector has already felt the negative impact of the pandemic on its performance much earlier. In other countries, travel restrictions and measures have started as early as January of this year, and have impacted the Philippine international tourist arrivals. Domestic tourists, on the other hand, also limited their travel for fear of contracting COVID-19. The Department of Tourism reported that

international tourist receipts in the first quarter of the year declined to PHP85bn, 36% lower than the revenues in the same period last year. To understand the impact of COVID-19 on the Philippine tourism industry, PwC Philippines, together with the Department of Tourism, surveyed 247 decision makers across the different subsectors in May 2020.

Forty-four percent of the respondents are from the tourism services sector (i.e., travel agencies, bookings, tours, etc.), and 34% are from the accommodations sector. According to the survey, 97% say that COVID-19 has the potential for significant impact on their business operations, and is causing them great concern. Such finding is not surprising given that only businesses related to essential services and products were the only enterprises allowed to operate during the ECQ. Because of the low demand and restrictions, majority of the respondents say that they temporarily stopped offering a service/product, reduced their level of operations, and reduced the employee headcount.

According to Business World, our very own Philippine Airlines booked a loss of \$617.65 million for the first nine months of that year while Cebu Pacific booked a loss of \$457 million for the entire year. The number of international flights from Manila plummeted from 10,769 in 2019 to 2,975 in 2020 while domestic flights plunged from 13,392 to 3,739. That's a 75% decline. Losses are also mounting for those connected to the travel and tourism industry including hotels and resorts, tour operators, restaurants, spas, and entertainment venues. Aid provided by the government was practically insignificant, coming in the form of longer credit terms for permits, a few tax breaks, and financial aid for small and medium scale enterprises. Airlines and large hotel chains have not received the financial lifeline they need. More than 11% of tourism enterprises have declared insolvency, with more to come unless tourism and travel open up.

The International Air Transport Association (IATA) is the trade association of the world's airlines. Their mission is to save airlines and all related tourism enterprises from sinking further. In collaboration with the World Health Organization (WHO) and the International Civil Aviation Organization (ICAO), IATA is aiming to lift all travel restrictions across nations by Dec. 31, 2021. This means, no more pre-departure testing, no quarantine requirements for arriving passengers and no more travel or flight bans.

Foreign Studies

The effects of the COVID-19 on beach tourism industry and tourism enterprise, analyzed beach tourists' psychology and behavior, and developed beach management strategy under the ongoing prevention and control of COVID-19. The results showed that the COVID-19 pandemic caused severe damage to beach tourism which bases on travel and mobility, and this industry was temporarily suspended. With the changing epidemic situation, beach tourism witnessed a gradual recovery from stagnation to local tourism. Meanwhile, tourism enterprises were hit by the devastating impact of the COVID-19, causing problems such as business reduction, tense cash flow, high operating cost and unclear market prospect. Under the normalization of pandemic prevention, tourists did not have severe fear and anxiety about the pandemic, and placed great importance on the prevention and control measures, emergency measures and pandemic risk level of the beach destination. The pandemic also reshaped the perception and mode of beach tourism.

According to the HospitalityNet, on a business level the impacts of the crisis have reached every industry in the world, with the travel and tourism taking a massive hit. According to OAG Aviation Worldwide, the travel restrictions on international flights have caused the global airline industry losses mounting up to \$880 billion. Many hotels find themselves empty and looking to fill the once full lobbies and rooms. Nevertheless, the grave situation has given space for

worldwide solidarity with many hotels around the world providing their premises to house medical staff, first responders, or hospital patients not suffering from coronavirus.

According to Hassan Djeebet 2020, Governments will have to play a huge role in saving the hospitality industry. France, Switzerland, Spain and other European government have promised aid tallying millions of euros towards rescuing all types of local businesses hit by the Coronavirus, and with similar practices adopted by many governments in other parts of the world. Entities such as bed & breakfast, hostels, pubs & clubs, cafés, restaurants, bistros and beach bars to name a few, being small family businesses are very likely to live the crisis much worse than other actors in the private sector due to being intrinsically vulnerable to change. They shall be heavily affected by the change in the supply chain, the lesser demand, some of them might partially or even fully shut down until the recovery can take place. With such heavy impacts, the hospitality industry will have to learn to function in a way not seen before. As the relationship between each brand and consumer starts by building trust, regaining customer confidence will be the first step in overcoming the crisis. Strict sanitary and hygiene measures will need to be applied, with new practices put in place to monitor and control the environment in which the business takes place.

HospitalityNet said that during the outbreak of pandemics, almost everything connected to tourism is affected perhaps with the exception of the environment. In Italy, one of the countries hardest-hit by COVID-19, popular tourist destinations like Rome, Venice and Milan are deserted and occupancy rates have slumped to as low as 6%. On 26 March, the World Tourism Organization predicted a 20-30% loss in international arrivals in a press release. Meanwhile, the World Travel and Tourism Council has indicated that 50 million travel and tourism jobs are at risk due to COVID-19.

SYNTHESIS AND RELEVANCE OF THE STUDY

The above literatures and studies are related to the present study as the notion of this research is to identify the Effects of Covid 19 Pandemic to the tourist Arrivals of the selected Beach Resorts in Maniwaya Island, Sta. Cruz Marinduque. These literatures and studies impact the expose the effects of Covid pandemic to different accomodations with regards to the tourist arrivals which is the main aim of this Study. The gathered related literatures and studies shared the ideas of how important island tourism is.

CONCEPTUAL FRAMEWORK

INDEPENDENT VARIABLE

DEPENDENT VARIABLE

Figure 1. Conceptual Paradigm

Figure 1 shows the conceptual paradigm of the study patterned after the Independent Variable and Dependent Variable Model. In order to determine the effects of Covid-19 on the tourist arrivals of selected Beach Resorts in Maniwaya Island, Sta. Cruz Marinduque, survey interview will be conducted and if answers were analyze then video presentation for promotion will be made.

Definition of Terms

To further understand the study, the following terms are operationally defined.

Beach Resort is a full service holiday lodging facility, located at the seaside, with access to a private beach. It offers a wide range services and amenities and typically includes entertainment

and recreational activities, which set it apart from smaller-scale city hotels, B&B or boutique hotels.

Covid-19 is also known as (Corona Virus disease-2019) a newly discovered disease caused by a virus that attacks the respiratory system and spreads from person to person through exhalation and breathe droplets.

Economic is a social science concerned with the production, distribution, and consumption of goods and services.

Effect a change which is a result or consequence of an action or other cause.

Environmental the circumstances, objects, or conditions by which one is surrounded. The complexity of physical, chemical, and biotic factors (such as climate, soil, and living things) that act upon an organism or an ecological community and ultimately determine its form and survival.

Intervention the act or fact taking action about something in order to have an effect on its outcome.

Lockdown a state of isolation or restricted access instituted as a security measure.

Total room capacity consists of bedrooms and bed-places in accommodation establishments. A bedroom is a unit formed by one room or groups of rooms constituting an indivisible rental whole in an accommodation establishment (e.g. hotel)

Tourism practice of traveling for recreation.

Tourist arrival arrivals of tourists at the border refers to the number of international visitors who arrive during a given year in a given country and who are staying at least one night.

Tourism industry is the total of all businesses that directly provide goods or services to facilitate business, pleasure and leisure activities away from the home environment.

Chapter III

METHODOLOGY

This chapter presents the research design, research locale, research sample, research instrument, research procedure and the Ethical Consideration.

Research Design

This study used a mixed method research. According to Johnson et al. (2007) a mixed methods design is characterized by the combination of at least one qualitative (studies that focus on why and how things happen and that do not use numerical data as their primary facts.) and one quantitative(process of collecting and analyzing numerical data.) research component that will produce descriptive data to evaluate the effect of coronavirus to the three (3) selected Beach Resorts in Maniwaya Island Sta.Cruz, which are the [1] Wawies Beach Resort, [2] Villa Atlana, and [3] Rico's Inn by the Sea and Restaurant. Questionnaire will used to gather the data needed in this study. The questionnaire will distribute through face to face with the respondent and via messenger distribution. Collecting of data will be collected by the researcher and through the help of friends. Both primary data and secondary data will be use.

Research Locale

This study will be conducted at the vicinity of Maniwaya Island, Sta.Cruz Marinduque where the three (3) selected Beach Resort can be found. They were chosen as the respondents of this study because, as part of their profession, they are required to know the effects of COVID-19

to their environment and to their working accommodation establishment.

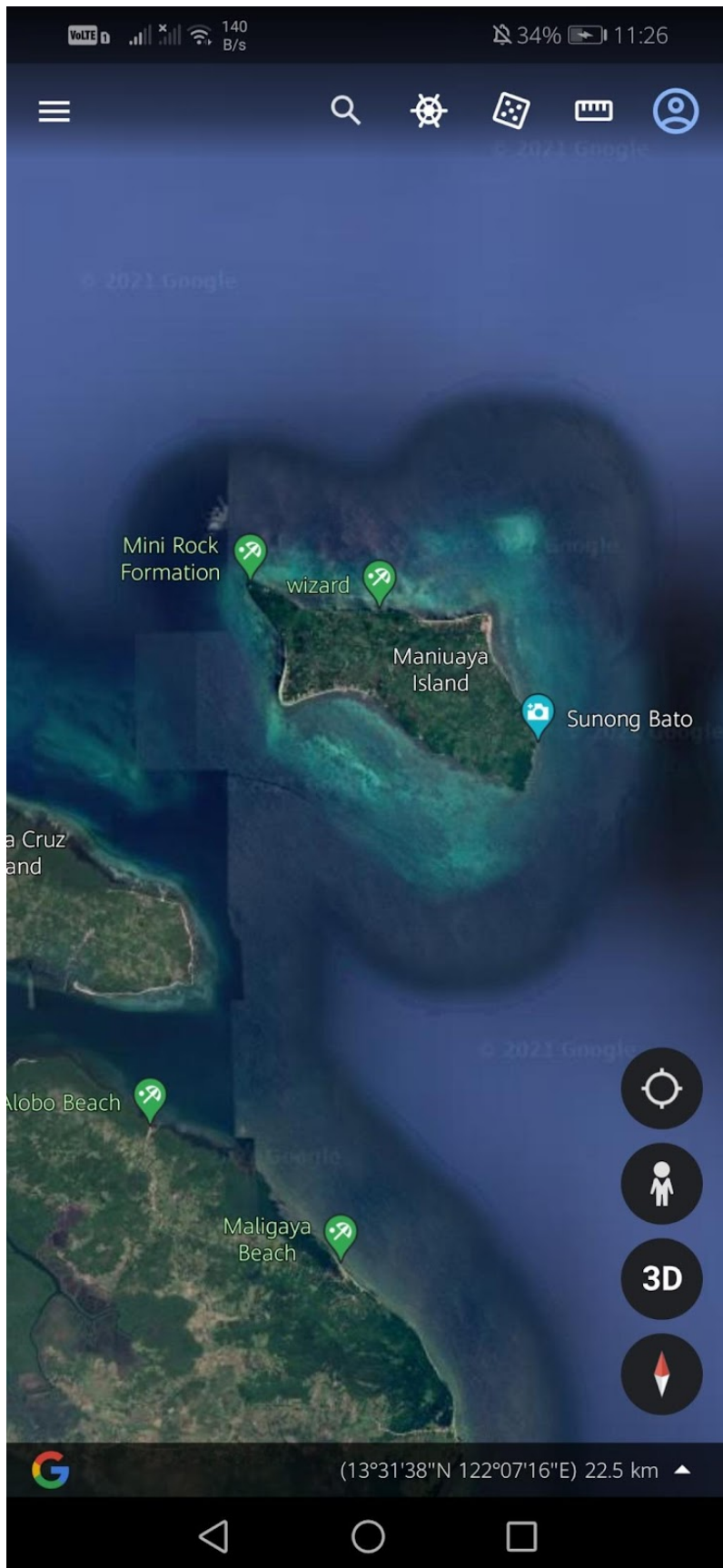


Figure 2: Map of Maniwaya Island

Research Population

The respondents of this study were the locals who work on the three Beach Resorts at Maniwaya Island Sta.Cruz, Marinduque which were the Wawies Beach Resort, Villa Atlana and the Pielago Beach and Resort. There would be Five (5) respondents for the Wawies Beach Resort, Five (5) for the Villa Atlana and Five (5) for Rico's Inn by the Sea and Restaurant with the total of fifteen (15) respondents. Most of the respondents are well aware of the Coronavirus (COVID-19) pandemic and its effects.

Research Instrument

The researcher will provide questionnaires that will approved by their research adviser. This questionnaire serves as the primary tool of the researcher to determine the effects of COVID-19 to the Tourist Arrivals of selected Beach Resorts in Maniwaya Island, Sta.Cruz Marinduque. The first part of the questionnaire was the profile of their working Beach establishment in terms of tourist arrival, number of employees, and total room capacity. Second part, is about the effects of COVID-19 on the three selected Beach in Maniwaya Island in terms of economic and environment with the guide choices in the questionnaire. And for the third part, the management will be asked of their own strategies in coping with the pandemic and their suggested interventions. The bases of my instruments were the questionnaires given by the researcher and the interview to the respondents. These were the appropriate instruments to use to make the outcome valid and reliable.

Data Gathering Procedure

First, the researcher will conduct a pre-survey to determine if the instrument is valid to be used as the primary tool to gather data. Upon validation, the researcher will seek permission from the concerned dean and teachers for the conduct of the study. The data gathered will be analyzed and tabulate. A review from related sources and researches will seek to compare and contrast the findings of the study.

Ethical Consideration

With all due respect to the respondent's privacy and compliance with Data Privacy Act the researcher make sure that the personal information of respondents is safe and confidential. The researcher will also undergo the proper process of complying with the necessary documents before conducting the data gathering procedure. The researcher will ask the respondent's consent first to conduct an interview that needs in this industry.

COVID-19 QUARANTINE IMPACT ON THE AGRITOURISM BUSINESS IN BOAC, MARINDUQUE

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By:

PATRICIA D. LINGA

CHAPTER 1 INTRODUCTION

Background of the Study

The COVID-19 pandemic has had strong impact on the tourism market. Due to the fact that the SARS-CoV-2 virus, which causes the COVID-19 disease, is highly infectious and contagious, the COVID-19 pandemic has had a significant impact on public health and global economies. As a result of lockdown, many countries are experiencing economic slowdown stemming from the slump in economic activity, an increase in the unemployment rate, and high uncertainty in the financial markets. Although the spread of the epidemic has undoubtedly had an impact on many sectors of the economy, the tourism sector has been particularly affected.

The COVID-19 pandemic has captured the world's attention, as it poses a threat to all nations, sectors and social classes. As the virus sickens and kills people across the globe, countries have imposed restrictions and quarantines in an effort to contain its spread and 'flatten the curve'. The crisis also has triggered a much-needed reality check. It has brought to the surface the issues and inequalities inherent in our 'business as usual' mode and magnified its interdependencies,

risks, strengths and weaknesses. It is now clearer than ever that the way we produce, trade, organize our supply chains, work, travel, consume and generally operate must change if we want to mitigate the short-term impact and prepare a better future.

The corona crisis has had serious economic impacts. These impacts have been widely felt, including by agricultural and horticultural businesses in the Philippines. The lockdown and measures taken all over the world in response to the coronavirus (COVID-19) outbreak continue to have profound consequences for businesses. The initial effects of the lockdown became evident in early March among various agricultural and horticultural businesses. The measures required to protect public health caused serious market disruption in a number of sectors. This led to a decline in business revenues and therefore of income and may even have led to some bankruptcies.

The global crash of demand from hotels and restaurants caused the prices of agricultural goods to drop by 20%. According to the Food and Agriculture Organization (FAO), COVID-19 has affected agriculture not only in terms of demand, but also in terms of food supply. To limit the spread of COVID-19, national authorities in many countries have introduced social distress measures and stay at home orders, including a ban on free movement except for urgent needs, such as for food supplies. The introduction of the blockade due to the COVID-19 pandemic revealed that there is a shortage of manpower to perform agricultural work in agriculture, as there are difficulties with the availability of workers during harvesting crops as well as sowing and replanting. The closure of borders meant that seasonal workers from other countries could not get to their jobs on farms. Lockdowns and restrictions on human mobility also affect the provision of key food safety, quality and certification controls, including goods control to certify compliance with sanitary and phytosanitary (SPS) requirements. Community gardens may be another source of access to fresh produce and inexpensive, especially for city dwellers with limited access to supermarkets. They can also guarantee the protection of biodiversity and promote the model of sustainable agriculture.

In Marinduque, the widespread closing of stores and businesses due to the coronavirus is unprecedented. Stores and many other businesses have closed by the policy mandate or downward demand shifts. The impact on businesses around the world is likely to be severe.

Thus, the researcher will conduct this study in order to find out the COVID-19 quarantine impact on the agritourism business in Boac, Marinduque.

Statement of the Problem

The researcher aims to determine the COVID-19 Quarantine Impact on the Agritourism Business in Boac, Marinduque.

1. What types of agritourism business are being affected by the COVID-19 quarantine?
2. What are struggles they experience in terms of COVID-19 quarantine?
3. How are they able to overcome the situation?

Significance of the Study

The study will conduct to determine the COVID-19 Quarantine Impact on the Agritourism Business in Boac, Marinduque. This study will identifies survival and resilience strategies of agritourism business owners during a long-lasting crisis and challenges.

Tourism Agencies and Organizations – this study will be a great help to them to control and mitigate the impact of COVID-19 Pandemic on the tourism industry in various parts of the Philippines.

Agritourism Business Owners – this study will be a great help to them to control and mitigate the impacts of COVID-19 quarantine.

Bachelor of Science in Tourism Management (BSTM) students – this study will help them determine the importance of agritourism in the economic development of the country. Also, provide awareness on how important agritourism is in the midst of nature's challenges,

Future Researchers – this study may serve as a guide and reference materials in conducting related studies regarding the impact of COVID-19 quarantine on the agritourism business. This may help them acquire a better understanding of the subject matter.

Scope and Delimitations of the Study

The study will focus on determining and analyzing the COVID-19 Quarantine Impact on the Agritourism Business in Boac, Marinduque. The study will conduct in Boac, Marinduque. It is delimited only to the agritourism business owners.

CHAPTER 2

THE REVIEW OF RELATED LITERATURE

Foreign Studies

According to the study Siche, R. (2020), the different pandemics that humanity has experienced, such as the Spanish Flu, Asian Flu, Hong Kong Flu, HIV/AIDS, Ebola, and Swine Flu, have had a great impact on the economy, the environment and any human activity, such as livestock, agriculture, tourism, transport, education, health, fishing, mining, industry, commerce, etc. Currently, humanity is facing another pandemic, the infection of the new coronavirus (2019-nCoV) that generates the disease known as COVID-19. The situation worsens as the disease progresses, making movement restrictions more and more stringent, causing labor shortages for the harvest, or difficulties for farmers to bring their products to market. Agriculture is one of the most important sectors in human development and is related to food security but now it is being affected by the COVID-19 pandemic.

According to Hanashima and Tomobe (2012), from past pandemics that the world has experienced, it has been shown that quarantines and panic have an impact on human activities and economic growth, but the effect also occurs in agricultural activities.

According to the study Wojcieszak, M. (2020), the COVID-19 pandemic has had strong impact on the tourism market. As a result of the lockdown and the closing of borders, tourist traffic came to an abrupt halt. Agritourism is an important way of diversifying agriculture and rural areas. In addition, it is a part of the idea of sustainable and multifunctional agriculture. It makes it possible to use production resources in the countryside and constitutes an additional source of income for both farmers and the local community.

According to Ogletree, K. (2020), every industry has been affected by the COVID-19 pandemic, and the path to recovery is still not clear. Farms, however, have the advantage of wide-open spaces, making adapting to the ongoing crisis possible. Agritourism has boomed over the last decade, growing in revenue from \$704 million in 2012 to nearly \$950 million 2017, according to the USDA. And with increasing interest in where food comes from, coupled with the attraction of safe outdoor activities during a pandemic, there's no slowing it now.

According to the study of Roman, M.; Grudzien, P. (2021), tourism is a spatial phenomenon that has a significant impact on society and various sectors of the economy during the COVID-19 pandemic. Currently, the world along with all tourism and agritourism are facing the COVID-19 pandemic, which has spread to 206 countries.

According to the study of Wei Lee Chin (2021), in the era of a global pandemic, ease of travel has become a double-edge sword. The virus was exacerbated by the undetected spread catalyzed by air travelers who carried the virus outside of China. Among all the nature-based tourism locations in the country, agritourism farms are perceived as safe tourism destinations by domestic tourists. Agritourism in California, are able to operate despite COVID-19 regulatory challenges, with 61% of revenue direct sales of agricultural products such as a bi-monthly subscription-based delivery of fresh farm products to consumers.

In the study of Wei Wang et al. (2021), mental state was either positive or negative depending on enjoyment of life, loss, emotional disturbance, and hope, and that these were impacted by intervening conditions, personal strategies and personal consequences. Positive outcomes were experienced in the quarantine (making connections with family), negative states were encountered midway through the quarantine (fear of financial loss, anxiety), and more positive mental states emerged towards the end of the quarantine depending on intervening conditions, personal strategies, and consequences. It can be concluded that the nature of the impact of mandatory quarantine in China among small business owners and the self-employed is complex and depends on a variety of personal and situational factors.

According to Stephens, E. (2020), quarantines measures are severely affecting labour availability for key time-critical farming from sowing vegetable crops to picking fruit. As the crisis develops, these impacts are likely to become more widely and deeply felt in agricultural sectors and national economies. The COVID-19 pandemic has resulted immediately, serious and worldwide human health issues. Necessary counter measures to the virus, quarantines and other restrictions will remain in place for many months and have uncertain end dates. The significance and severity of the pandemic, and its likely impact on agriculture worldwide, calls for substantial reflection in both the short- and long-term. International efforts to control the virus by limiting human movement is inevitably causing economic shocks and social costs that will affect the functioning of agricultural and food systems worldwide.

In the study of Streimikiene, D. (2021), COVID-19 pandemic provided many negative effects on world economies and people around the world. The COVID-19 creates many threats to sustainability of agriculture sector which is very sensitive because of food supply security needs. There are also many secondary damaging outcomes of the COVID-19 pandemic on sustainability of agricultural systems across the world. There is a huge decreased in demand for eatery and commercial food services, labor restrains, handling and production capacity of food and other agricultural products that have influence on farmers output reduction. Quarantines and other restrictions have been implemented to combat pandemic and these measures are expected to remain in place for many weeks and months. The consequences of the world COVID-19 pandemic on agriculture sector around the world require immediate and long-term actions. First of all, it is necessary to analyze and comprehend the immediate consequences of current pandemic on agricultural and food systems in order to develop necessary actions, therefore, the risks, vulnerability, resilience and systematic shifts of agricultural systems to adapt to the current situation need to be better understand.

According to Moore, J. (2020), farmers are some of the most creative entrepreneurs and continue to pivot to address shifts in consumer demand as a result of COVID-19. The COVID-19 economic impact survey from the North Carolina Department of Agriculture and Consumer Services is intended to include all agribusiness that offer agritourism activities and quests experiences.

In the study of Meuwissen, M.P.M (2021), many farming systems in Europe are struggling with substantial challenges resulting from fundamental changes in their economic, technological, demographic, ecological and social environment. The resilience of farming systems, their ability to cope with and respond to shocks and stresses, has therefore become a major concern. The COVID-19 pandemic and the measures for its containment, lockdowns, travel restrictions and border closures-were expected to add another shock to farming systems.

Local Studies

According to Llorito, D. (2020), transforming the country's farming and food systems is even more important during the COVID -19 pandemic to ensure strong food value chains, affordable and nutritious food, and a vibrant rural economy. The small farmers have difficulty accessing inputs and markets for their produce, while buyers such as agribusiness enterprises and wholesalers find it difficult to get the quantity and quality of produce that they need for processing on a timely basis.

According to Cinco, M. (2020), without the tourists, farm tourism operators had to repurpose their amenities, like converting swimming pools into fish ponds, to increase food production. They turned to online sale of fresh harvest, fertilizers and other farm inputs, while lectures and agricultural training previously held in actual interactions in farms and classrooms were converted into webinars. It was only last year when the Philippines was recognized as among the world's top farm tourism destinations, thanks to its natural resources and the hospitality of Filipinos that put the country at par with sites across Taiwan, Hawaii, Tuscany, Mallorca, California and Brazil. But lockdowns and movement restrictions to curb the spread of the virus threaten to reverse these gains. Some operators have temporarily shut their operations since there are no tourists.

According to Ocampo, L. (2021), Filipino farmers face in diversifying farms and operating farm sites and use these challenges in crafting strategies and policies for relevant stakeholders. In the Philippines, almost half of the population resides in rural areas that depend on agriculture as their primary source of income; among them are the indigenous people, landless farmers and fishermen. As the government is pushing for efforts to develop the farm tourism sector, more opportunities become available for local farmers to augment their income and diversify their lands. Thus, farm tourism does not only offer alternative tourist attractions in the country, but it also promotes agricultural farms and creates an outlet for farmers to sell their produce.

According to Brul, B. (2021), a year into the pandemic, the Government of the Philippines has eased quarantine restrictions, with the majority of the country moving into a less stringent community quarantine order. However, the economy is struggling to recover from the effects of COVID-19 lockdowns. Agriculture is a particularly hard-hit sector, not only because of the quarantine restrictions but also due to three devastating typhoons: total agriculture damage incurred by the country in the last quarter of 2020 amounted to PHP 4.6 billion. While everyone is feeling the effects of these crises, smallholder farmers, micro-agribusiness, and agricultural cooperatives have faced the steepest challenges to recovery. The lack of means to transport raw materials and manufactured goods has gravely disrupted farm and business operations, which set off a snowball effect on the country's economic productivity.

According to Dy, R. (2020), supply chain lockdowns affected the flow of goods from farms to urban markets. Agricultural labor faced mobility issues. The reduction in local demand and export demand is pervasive as families lost buying power. Local demand has reduced purchasing power due to job and livelihood losses. The lower class is heavily burdened and to a lesser extent, the middle class. Agricultural exports are taking a beating, too. Cavendish banana volume is down as China traders have backtracked in the season of peak prices. Lockdowns have affected deliveries like vegetables from North Luzon to Manila and other regions.

Synthesis and Relevance

The COVID-19 Pandemic has had strong impact on the tourism market or industry. The impact of COVID-19 quarantine on agritourism business and to the owners is enormous. Owners find it difficult to run their business properly because of the quarantine that has been implemented. No tourists are coming and even local tourists are gone as well. Product supplies in the market are also affected. It also affects the price and demand of a product.

Conceptual Framework

Figure 1. Conceptual Framework of the Study

Figure 1 shows the *input* includes the COVID-19 quarantine impact on the agritourism business, the *process* includes the struggles they experience in terms of COVID-19 quarantine, and *output* includes the overcome the impact of COVID-19 quarantine.

Definition of Terms

The following terms are used and defined operationally for further understanding of this study:

Agritourism means travel organized around farming, small-scale food production or animal husbandry.

COVID-19 is a large family of viruses that cause illness ranging from the common cold to more severe diseases.

Owners refers to the respondents who own the agritourism business

Quarantine this is when someone who might have been exposed to the virus but has no symptoms and hasn't been vaccinated needs to stay home

RESEARCH METHODOLOGY

This chapter primary deals on the research methodology, the research design, research locale, population and sample, research instrument, data gathering procedure and ethical consideration.

Research Design

The study will use the qualitative type of research to determine the COVID-19 quarantine impact on the agritourism business in Boac, Marinduque. The study will use a combination of methods, such as conducting an interview, reading documents, watching videos, or visiting sites or event to understand the meaning of the places of the participants. The study will relies on the respondents' own point of view to provide all the facts as their motivation to face the problem.

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Research Locale

The study will take place in Boac, Marinduque. It is in the AGREA Farm Estate in Brgy. Cawit, DMDC Farm in Brgy. Poras and in Tiyo Ninoy's Integrated Farm in Brgy. Tanza.



Figure 2. Map of Boac, Marinduque

Research Population and Sample

The respondents of the study will be the agritourism business owners in Boac, Marinduque.

Research Instrument

The researcher will use Structured Interview Questions to gather data for the study.

Data Gathering Procedure

The researcher will ask permission to conduct the research from the agritoursim business owners. Upon the approval, the researcher will conduct an interview through the use of social media platforms.

Ethical Considerations

The researcher guarantees that all the data collected to the respondents will be confidential.

COVID-19 PANDEMIC IMPACT IN TOURISM INDUSTRY : ANALYSIS ON THE FACTORS AFFECTING THE TOURISTS TRAVEL PERSPECTIVES

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A Research Paper Presented to the
Faculty of School of Business Management
Marinduque State College
Boac, Marinduque
In Partial Fulfillment of the Requirements
For the Research Project
AY 2021

Marie Ann Saguid

CHAPTER 1

THE PROBLEM AND ITS BACKGROUND

This chapter contains the introduction, statement of the problem, significance of the study and scope and limitation.

Introduction

The Tourism industry has played a important role in the economic development through the years. It's beneficial to the world economy. Several countries depends on the tourism industry.

Especially, the Philippines it rely to the tourism industry. It help the country to boosts the revenue of the economy, provide thousands of jobs opportunities, build new businesses, help the country to develop their infrastructures and creates a good relationship to other countries. Tourists visit other places to experience the different culture, tradition and foods. Visit the popular destinations to that place. It creates job opportunities to the community. Provide profits to the local business in the place. Tourism provide a cultural exchange between the local citizens and the tourists.

COVID-19 pandemic resulted a global health crisis, economic crisis, financial losses and lost of jobs opportunities. In past two years that pandemic began lots of industry all over the world has been affected due to the impact of covid-19 pandemic. Especially the Tourism industry it face lots of challenges caused by the impacts of covid-19 pandemic.

Tourism Industry is one of the sectors that been hardly affected by the pandemic. It made the industry to totally shutdowns. Impact the economies, businesses and livelihoods. It closes the borders of airports. Banning the arrivals of the others countries. Mass gathering is been restricted. Hotel and restaurants has a safety protocols that implement for the safety of the tourists and to follow the guidelines of the Inter Agency Task Force (IATF) and Department of Tourism (DOT). Lots of travel restrictions, safety protocols and health guidelines that should know by the tourists and business owners. To follow the rules and regulations when in comes to travelling and accommodating a guests/customers. The digital technologies play a great role to help the countries to rebuild from the impact of pandemic in the Philippines. It is very useful in the tourism industry.

It's important to know the tourists perspectives be able to understand the situation of the tourists. Now that their new to the rules and regulations when in comes of visiting a place. Tourists is very important for the tourism industry because without them the industry will not be successful.

That's why it is important to consider the tourist's perspective all the time. To analyse their situation in adapting the new normal in travelling. Gathered information to help the tourism industry to create a plan. That will be useful to help the industry to recover from the impact of covid-19 pandemic. Lots of factors that affect the tourist's travel perspectives like the travel restriction, healthy protocols and safety guidelines.

According to Skaikha, A.S., et.al. (2020) In the country Pakistan the tourism play a vital role by associating with other industries that leads to foreign investments, trade opportunities, private investments and public infrastructure development. The country has a various destination to offer to the tourists but it become less attractive and fascinating when it comes to the security of tourists. Few terrorist attacks have affected the reputation of Pakistan. Made the people afraid of visiting the country. According to (Henderson, 2007), cited by the same authors (2020) The tourist's behavior towards deciding the destination they will visit will always consider the travel risks. The history shows the natural disaster, various incident and disease outbreak in the last two decades have vacillated the tourism industry due to the crises and disasters. That created a perception from the traveler's perspective that the need of safety and security as the main factors while choosing a travel destination (Hall, Timothy & Duval, 2003). The tourism industry should educate or increase the market understanding about the travelers' perception of the safety and security while travelling, also at the same time keep the industry to be stay still in its position or increase in its rapid growth and prevent the unexpected decrease (Henderson, 2007) cited by Skaikha, A.S., et.al.(2020).

The researcher are very much interested to find out the tourist's perspective about travelling in time of pandemic. Knowing their opinion in the new normal regarding the rules, travel restriction and requirements that implemented by the Department of Tourism (DOT) following the guidelines of the Inter Agency Task Force (IATF). Intend to know tourist's perspective to be able

to understand their experience in the new normal in travelling in time of pandemic. By means of knowing this, can be able to understand what tourists struggles when in comes to travelling. It is very significant to those who benefits it in the future. Aside from that, it is necessity to enhance and be develop those factors that affects the perspective's of the tourists. It must be explore and be aware of it because it contributes for success of the industry.

Statement of the Problem

In this study, the researcher aimed to determine and analyse the factors affecting tourist's perspective to travel in the time of Covid-19 pandemic.

Specifically, it seeks to answer the following questions:

1. Why do tourist's prefer to travel knowing Covid19 is still around ? Is it for:
 1. Visiting family, relatives, friends, and etc.
 2. Popular Destination
 3. Exploring the Culture
 4. Business purposes
2. What are the factors that affect the perspective of a tourists in travelling in the time of Covid-19 pandemic?
3. What are the perspective of the tourists about the new normal in visiting a destinations that been implement by the Department of Tourism (DOT)?

Significance of the Study

In this study entitled “Covid-19 Pandemic Impact in Tourism Industry : Analysis on the Factors Affecting the Tourist’s Travel Perspectives”, the results of this study are made significant on different individuals. Provide knowledge to the tourism industry, students, community, business owners, and to the future researchers who are interested on the related topic.

- To the tourism industry, this study can help them to determine the factors affecting tourist’s perspective in the new normal in travelling. Knowing tourists experience it can help them to understand the situation. To help them to provide a better plan.
- To the students, especially the tourism students this study can help them understand the situation now in the time of pandemic. To be ready in the future if they become part of the industry.
- To the future researchers, the study can help them conduct a related study of more in-depth learning on factors affecting the tourist’s travel perspectives.

Scope and Delimitation

This study focuses and is limited its coverage on the factors affect the tourist’s perspectives on travelling in the time of pandemic. The research will be conducted through the used of online platform.

CHAPTER 2

REVIEW OF RELATED LITERATURE AND STUDIES

This chapter includes the relevant literature and studies to the topic presented. The researcher gathered information from different sources in order to support the study.

Foreign Studies

Impact of Covid-19 in the Tourism Industry

Based on the study of Aref, M. (2020) Tourism industry has continue to growth. It become one of the fastest growing economic sectors globally. Contributed \$8.9 trillion to the global GDP in 2019. Also provide jobs around the world. Tourism industry is one of the sector that been mostly affected since the pandemic began. Countries worldwide implemented travel restrictions to stop the covid-19 virus from spreading. Imposes airport closure and suspend the incoming and outgoing flights. National lockdown been implemented all over the world.

Reviving the tourism once again it require measures to ensure that tourists are safe when they travel. Global safety and hygiene stamps are awarded by the World Travel & Tourism Council (WTTC) to the countries that are demonstrating their commitment to reopen their tourism sector as they recover from the pandemic. The WTTC is a council that represents private sector travel and tourism created the safe travel stamp to allow tourists to recognize the world which have adopted health and hygiene global standardized protocols so tourists can experience safe travel. As of September 2020 the safe travel included a list of 100 destinations. Saudi Arabia, Spain,

Portugal, and Mexico among the first destination adopt the stamp and Philippines as the 100th destinations.

Many countries been started to ease border restrictions and reopen for international tourists. Although many governments are advising against the nonessential travel. Still some countries have eased their covid-19 border restrictions and ready to welcome tourists again.

According to Rutynskyi, M., & Kushniruk, H. (2020) On march 11, 2020, the World Health Organization (WHO) announced that the world is facing a new global pandemic which called Coronavirus disease 2019 also known as Covid-19 virus. Become another challenge for the global economy and to the tourism industry. Tourism industry is suffering increasing losses due to the anti-pandemic measures by the international community and governments of the countries all over the world. Covid-19 pandemic caused a global crisis and the quarantine measure has a negative impact in the tourism industry. It analyze the sectoral losses during the quarantine due to the impact of covid-19 pandemic in the Lviv.

The official UNWTO (United Nations World Tourism Organization) release a statement emphasizes “Tourism is currently one of the most affected sectors due to the travel restrictions”. “They also emphasizes the importance of national dialogue, cooperation and stress that covid-19 challenge it is also an opportunity to show how solidarity can go beyond borders” (UNWTO, 2020b as cited by the same authors).

Based on the study (Chen & Wilson, 2008) cited by Rutynskyi, M., & Kushniruk, H. (2020) Travelers can carry microbes and their genetic materials. Tourists can be a couriers, transmitters, processors and victims of microbial pathogens. Same scientists also stated that travel restrictions,

especially the urban isolation would be the only effective strategy to curb the epidemics in the future.

Tourist's travel perception

According to Altinay Ozdemir, M. & Yildiz, S. (2020) The findings of the study showed that covid-19 pandemic affects the tourists psychologically and economically negatively. The result of the covid-19 outbreak indicated that it changed the tourist's travel perceptions negatively based on the risk, fear, danger, and partly loosen the trust of the tourists to the tourism businesses. The study also revealed that tourists been decided to cancel their traveling plan in the year 2020 due to the covid-19 pandemic.

National and global increase of the outbreak that caused travel restriction measures such as banned in traveling between cities and curfew. Therefore outbreak has effect on tourism and tourists are remarkable. The effects is psychologically and economically. The result of the study showed that tourist's travel perspectives have been change negatively. Some have a fear and anxiety because of virus outbreak.

Among the features of covid-19 make it unprecedented outbreak that been said it has a wide spread potential with easy contamination. Risk of increases of cases and deaths. (Cortez, La Vito and Langreth, 2020) cited by the same authors. This is the main reasons why some countries such as China, America, Spain, Italy, France, Germany, Great Britain, Turkey which the number of cases mortality high rate. Therefore they have to implement many measure for this purpose. This context, tourism industry is expected to be one of the sectors that will be affected by covid-19 pandemic within the quarantine measures from airline transportation and hotels. In fact 20% to 30% loss will be possibly in international tourists statistics for 2020. the loss in foreign tourists

statistics will cause a loss 300 to 400 billion dollars in the international tourism revenues(UNWTO, 2020c) cited by the authors above. Many countries has announced that they started vaccination to stop this covid-19 outbreak.

Moreover, Rahman, M.K., Gazi, M.A.I., & Bhuiyan, M.A. (2021) the study explore the impact of covid-19 pandemic on the tourists travel risk and management perceptions. The findings reveal that covid-19 pandemic has been affected the travel risk and management perceptions of tourists. It has a significant association with the risk management, transportation patterns, service, avoidance of overpopulated destinations, hygiene and safety.

Based on the study of (Garg,2015) cited by Skaikha, A.S., et.al.(2020) One of the fastest developing sectors for the worldwide economy other than technology is the tourism industry. It is considered the major source of employment opportunities, generating revenues and sustain the culture. Tourism play a role by associating themselves with other industries of Pakistan which leads to foreign investments, trade opportunities, private investments and public infrastructure development. The country has a various destination such as Malam, Kalam, Naran, mountain ranges, historical sites and etc. All this destination become less attractive and fascinating when in comes to the security of tourists. Few terrorist attacks the affected the reputation of Pakistan. Made the people afraid visiting the country. Apart from the security reason media has a vital part which is displaying picture of country as very critical and crucial thus letting people to perceive risk factor way too high. According to The (Henderson,2007), sited by the same authors (2020) The tourist' s behavior towards deciding the destination they will visit will always considered the travel risks. The history shows that 9/11 attacks, and fatal diseases like SARS, swine flu, natural disaster like Tsunami, and terrorist attacks i.e. Bali bombing, 26/11, target killings and various incidents in the last two decades have vacillated the tourism

industry due to the crises and disasters. Because of this situation, it created a perception from the traveler's perspective that the need of safety and security become the main factors while choosing a travel destination (Hall, Timothy & Duval, 2003). The tourism industry should educate or increase the market understanding about the travelers' perception of the safety and security while travelling, also at the same time keep the industry to be stay still in its position or increase in its rapid growth and prevent the unexpected decrease (Henderson, 2007) cited by Skaikha, A.S., et.al.(2020).

Local Studies

Impact of Covid-19 in the Tourism Industry in the Philippines

Based on the PWC (anon, 2020) Tourism industry is the sectors that been greatly affected of covid-19 pandemic. Closing of borders, restrictions on mass gathering, airport, hotels and related service across the world put 100 to 120 millions jobs at risk as estimated by the World Tourism Organization (WTO).

Philippines government closed the airports in Luzon on 20th of March as part of Enhanced Community Quarantine (ECQ) that been implement in the island on 16th of March. Tourism industry felt the negative effects caused by the pandemic. Other countries restrictions and measures started as early as January of this year. It impacted the Philippine internationals arrivals. Domestic tourists limited their travel for their fear of contracting covid-19 virus.

According to the study of Masigan, A. (2021) Many of us not realize the importance of tourism industry to economy. In year 2019, tourism accounted for 12.7% of gross domestic product or roughly \$47.8 billion worth of goods and services. In the same year, Philippines welcome 8.26 million foreign tourists who pumped \$11 billion into the economy. Domestic tourism generated

the balance of \$36.6 billion. In the employment the industry employed 1.3 million of our countrymen.

Covid-19 pandemic disruption to tourism industry is severe and longer than the 9/11 attack of 2001, SARS of 2003 and global financial crisis of 2008. SARS had a six months effect caused in the industry that has net losses of \$7 billion while Covid-19 so far paralyzed the industry for 15 months and running that accumulated losses of \$47.7 billion as end of March.

Losses are also mounting to those connected to the tourism industry such as resorts, restaurants, hotels, entertainment venues, spas and tour operators. Aid provided by the government was practically insignificant, coming in the form of longer credit terms for permits, a few tax breaks and financial aid for small and medium scale enterprises. Hotels chains and airlines has not received the financial lifeline they need. More than 11% of tourism enterprises declared insolvency, with more to come unless tourism industry reopen.

Based on Leslie (2020) The recent covid-19 pandemic that affected countries globally and industries across the board, she urged to LEARN, LIVE and ADAPT to the new normal. The new normal imposes on each one of us to take health a lot more seriously. Focus on the hygiene and sanitation and she said to be responsible to ourselves and also to others. Pandemic made us realize the importance of taking good care of ourselves, home and community.

Amidst challenges for the pandemic and new normal, predicted that the Philippines will still rank high as the favorite destination once the travel resume. According to Forbes (May 31, 2020) cited by the same author listed the Philippines as one of “Rising stars in travel” along with other 6 countries that have potential to become major tourist destinations.

Synthesis and relevance

Tourism industry has continue to growth. It become one of the fastest growing economic sectors globally. It contributed \$8.9 trillion to the global GDP in 2019. providing million of jobs around the world.

World Health Organization (WHO) announced that the world is now facing a new global pandemic. It is called the Coronavirus disease 2019 also known as covid-19. Tourism industry is one of the sector that been mostly affected since the pandemic began. National lockdown been implemented all over the world. Countries worldwide implemented travel restrictions to stop the virus from spreading. Imposes airport closure and suspend the incoming and outgoing flights. Increasing losses due to the anti-pandemic measures by the international community and governments of the countries all over the world. Covid-19 pandemic caused a global crisis and the quarantine measure has a negative impact in the tourism industry.

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Figure 1: Conceptual Framework

Figure 1: Conceptual Framework

The figure above shows the flow of the study. The conceptual framework that will be used in the study is the input, process, and output. Covid-19 pandemic impact in tourism industry : Analysis on the factors affecting the tourists travel perspectives will serve as the input of the study to undergo with the process of gathering using the survey questionnaires, analyzing and interpreting of data to come up with the interventions that can be proposed by the researchers to improve the Tourist's Travel experiences in time of pandemic based on findings, as the output of the study.

Definition of Terms

Tourism - is the activities of people traveling and staying in places outside the usual environment for the purposes of leisure, business and other purposes for not more than one consecutive year.

Pandemic - outbreak of a disease that occurs over wide geographic area and typically affects a significant proportion of the population.

Covid-19 virus - is an acute respiratory illness in humans caused by a coronavirus. Covid-19 is an infectious disease caused by the SARS-CoV-2 virus.

Restrictions - a limitation or restricted

Isolation - separate sick people with a contagious disease from people who are not sick.

Quarantine - separates and restricts movements of people who were exposed to contagious disease.

CHAPTER 3

METHODOLOGY

In this chapter it presents the method and the procedures used in conducting the research. It includes the research design, research locale, research instrument that was used to gathered data are hereby presented. In addition, this includes the data gathering procedures and ethical consideration.

Research Design

The quantitative research design was applied in this study. This research study is entitled “Covid-19 Pandemic Impact In Tourism Industry: Analysis On The Factors Affecting The Tourists Travel Perspectives”. The researcher used the descriptive method which involved the collection of data in order to answer questions that concerning the subject of the study. This research method was used to deal with the study in order to analyze the factors that affecting the tourist’s travel perspectives in the time of pandemic.

Research Locale

This study was conducted at the Municipality of Gasan, Marinduque. The Municipality of Gasan consisted of twenty five (25) barangays.



Figure 2 Map of the Municipality of Gasan, Marinduque

Figure 2 shows the locale of the study. The researcher conducted the study in the municipality of Gasan, Marinduque wherein the data gathering procedure were held mainly about the Covid-19 Pandemic Impact In Tourism Industry: Analysis On The Factors Affecting The Tourists Travel Perspectives.

The researcher will conduct survey through the online platform using the unstructured (self-made) questionnaire that been prepared for gathering data for the study. This method is more faster and more convenient to used. The researcher will use the convenient sampling, where respondents who are interested will be part of the study. The target respondents will consist of 80 participants.

Data gathering procedure

The researcher will conduct a survey using the unstructured (self-made) questionnaire. It will be distributed to the respondents through online platform to gathered data. After gathering data and information from the participants, the researcher will analyze, evaluate and interpret the results of the survey. To come up with the findings about the factors that affecting the tourist's travel perspectives in time of covid-19 pandemic.

Ethical consideration

Ethical consideration is a set of principles that will guide the research design and practices. Researcher must always adhere to a certain code of conduct when gathering data from the respondents. It is necessary for the research study to protect the privacy of the respondents. In this study, the researcher will make sure the safety of the participants and prevents violation of humans rights. The researcher ensured that will not invade the privacy of the respondents without the consent from them. Guaranteeing the information gathered will be unidentifiable by anybody other than the researcher. Ensure the confidentiality of the response of the participants.

CULTURE SHOCK: ONLINE LEARNING IN THE COVID-19 PANDEMIC, ADAPTATION AND WELCOMING THE NEW NORMAL ERA TO THE STUDENTS IN MARINDUQUE STATE COLLEGE

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**An undergraduate thesis presented to the faculty of school of Business
and Management**

Marinduque State College

In partial Fulfillment of the Requirements for the Degree of

BACHELOR OF SCIENCE IN TOURISM MANAGEMENT

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BSTM- 3A

RESEARCHER

NOVEMBER 2021

CHAPTER 1

INTRODUCTION

The coronavirus disease (COVID-19) is a health crisis that has completely changed the lives and perspectives of all people. The COVID-19 was first identified in December 2019 in Wuhan, the capital of China's Hubei province. Since then, it has spread globally resulting in the ongoing 2019–20 coronavirus pandemic (Hui et al., 2020, p. 264) (as seen in Ilmiyah and Setiawan, 2020).

The pandemic has affected just about every aspect. The appearance of the lethal disease COVID-19 has resulted in massive financial losses and caused global health and economic crises worldwide. Coronavirus disease becomes the biggest problem all over the world until now. Today we faces different challenges in life. When COVID-19 hit early in 2020, campuses emptied and studying face to face programs were called off.

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The government around the world has closed all the educational institutions, to control the spread of disease, considering the safety of students, educators and all associated people. There is a severe short-term disruption that has been felt by families across the globe. Home education has brought a lot of shocks not only to students but also to their parents' productivity (Burges and Sievertsen, 2020). As now teaching has moved from physical to virtual classrooms at “untested and unprecedented” level (Burges and Sievertsen, 2020), parents have to spend more time monitoring their children and motivating them to continue education. Across the globe, this closure is impacting more than 90% of the world's student population.

BACKGROUND OF THE STUDY

Education is one of the important things in human life. Education is one way to prepare good human resources because education can create the next generation with good quality and compete with other countries in the world.

However, because Covid-19 pandemic, many education institutions enclose the activity because of this virus. All students have a new activity in learning that is online learning, where the learning activity runs by the internet. It means that between the teacher and the students do not meet face to face, but they meet by internet by using platforms of learning, such as WhatsApp, Zoom Meeting, Google Meet, Ed Link, and many more. This new activity of learning hopes can make the learning process still run well, although by online learning. The Philippine government carefully evaluates the pandemic to prevent the spread of Covid-19 infection (Brahma, 2020) (Djalante et al., 2020). Meanwhile, the World Health Organization (WHO) issued health protocols to prevent the outbreak and delay worldwide spread.

However, information on the spread of infection quickly makes the public panicked, anxious, and fear resulting in a spate of panic buying on face masks, food and necessities, medicines and vitamins, herbs, and other herbal medicines. Learning from home is implemented with the

Distance Learning system. In the Law No. 20 of 2003 article 1 paragraph 15, it is explained that Learning from Home is educated. Students are separated from educators and learning using various learning resources through communication technology, information, and media. Learning from home is divided into two approaches in its implementation, namely distance learning in-network (online) and offline distance learning. In the implementation of Learning from Home, education units can choose an approach (online or offline or online) combination of both) in accordance with the characteristics and availability, facilities, and infrastructure readiness (Asmuni, 2020).

One type of Learning from Home is online learning. System online learning is a learning system without face-to-face between teachers and students, but online using the internet network. A new habit of learning in the education world has made culture shock for the students. The students have a new activity in learning that is by online learning uses handphone or laptop. This new habit is coming from the decision of the government to save all society from this virus. Online learning is one shape of social distancing between societies in preventing Corona disease. However, the implementation of online learning is not maximally because many weaknesses from the teacher adapt to the digital world (Covid-, 2020). The students who feel culture shock from online learning and the parents, teachers, and all people in the education field.

STATEMENT OF THE PROBLEM

The study aimed to determine the cultural changes and challenges happened in terms of learning and how they cope with them in times of pandemic due to COVID - 19 of selected student in Marinduque State College.

Specifically, it sought to answer the following questions.

1. What is the respondent's profile of selected students in the research area in terms of:

- a. Age
- b. Gender
- c. Year and Section

2. How and what adjustment they make to adapt the situation?

3. What are the common problems encountered by the students?

4. What are the impacts of culture shock and covid - 19 to the students?

SIGNIFICANCE OF THE STUDY

The research study will be beneficial to understand the academic stress experienced by students and how cultural changes embrace to adapt the online learning in the new normal.

The research study would be beneficial to the following:

To those student, to enhance the productivity in online learning, save time and maintain the balance.

It will help to identify the challenges and to be given a solution.

To provide information and strategies that result in improved student behavior to cope up in the changes.

To Future Researchers, this study will be serve as guide and references for the researchers taking the field tourism and also the researchers topic about culture shock and covid - 19.

SCOPE AND LIMITATION

This study only tells about the culture shock of online learning for students. This will be useful to assess the key challenges of online education. It focus also on the impact of culture shock in the midst of pandemic.

CHAPTER 2

THE REVIEW OF RELATED LITERATURE

The chapter includes related literature and studies coming from both foreign and local sources that are importance to the present study and those that support the conceptual framework, including those that might show opposite trends.

FOREIGN STUDIES

According to (Putri et al., 2018), culture shock in online learning can happen to students, teachers, and parents in online learning. The students have limited communication and outreach among students, higher challenges for students with special educational needs, and longer

screening times. Besides that, teachers must prepare well for online learning, including some restrictions in the choice of teaching methods, less curriculum material coverage, the lack of technical skills that hinder the potential for online learning, longer screen time as a result of creating e-content and providing feedback on student work, more intense and time-consuming communication with parents, and they feel higher in internet bills. So, it can be said that online learning brings culture shock for all component of education, the students, parents and the teachers.

(John Hopkins University, 2021). This pandemic has created a massive disruption of the educational systems, affecting over 1.5 billion students. It has forced the government to cancel national examinations and the schools to temporarily close, cease face-to-face instruction, and strictly observe physical distancing. These events have sparked the digital transformation of higher education and challenged its ability to respond promptly and effectively. Schools adopted relevant technologies, prepared learning and staff resources, set systems and infrastructure, established new teaching protocols, and adjusted their curricula.

Synchronous online learning involves real-time interactions between the teacher and the students, while asynchronous online learning occurs without a strict schedule for different students (Singh & Thurman, 2019). With reference to policies, government education agencies and schools scrambled to create fool-proof policies on governance structure, teacher management, and student management. Teachers, who were used to conventional teaching delivery, were also obliged to embrace technology despite their lack of technological literacy. To address this problem, online learning webinars and peer support systems were launched. On the part of the students, dropout rates increased due to economic, psychological, and academic reasons. Academically, although it is virtually possible for students to learn anything online, learning may perhaps be less than optimal, especially in courses that require face-to-face contact and direct interactions (Franchi, 2020).

Among these are Copeland et al. (2021) and Fawaz et al. (2021) who examined the impact of COVID-19 on college students' mental health and their coping mechanisms. Copeland et al. (2021) reported that the pandemic adversely affected students' behavioral and emotional functioning, particularly attention and externalizing problems (i.e., mood and wellness behavior), which were caused by isolation, economic/health effects, and uncertainties. In Fawaz et al.'s (2021) study, students raised their concerns on learning and evaluation methods, overwhelming task load, technical difficulties, and confinement. To cope with these problems, students actively dealt with the situation by seeking help from their teachers and relatives and engaging in recreational activities. These active-oriented coping mechanisms of students were aligned with Carter et al.'s (2020), who explored students' self-regulation strategies.

LOCAL STUDIES

COVID-19 has become a global health crisis. As of October 6, 2020, almost 36 million people have been infected and over one million have died. In the Philippines, this translates into almost 325,000 infected and 6,000 deaths (Worldometer, 2020). To curb the spread of COVID-19, most governments have opted to employ quarantine protocols and temporarily shut down their

educational institutions. As a consequence, more than a billion learners have been affected worldwide. Among this number are over 28 million Filipino learners across academic levels who have to stay at home and comply with the Philippine government's quarantine measures (UNESCO, 2020).

DLSU has resorted to remote online learning, which combines both synchronous and asynchronous activities. For students who cannot participate in online learning, there are flexible options for completing course requirements throughout the academic year (De La Salle University, 2020a). ADMU has suspended synchronous online classes but continued asynchronous online learning so that "all students can learn at their own pace" (Villarin, 2020). UST, like DLSU, has opted to continue with synchronous and asynchronous online classes, and a flexible grading of student outputs and assessments (University of Santo Tomas, 2020). Other private universities and institutions such as STI College, St. Scholastica's College, Adamson University, Far Eastern University, the University of the East, Ateneo de Davao University, and the University of San Carlos have continued with their online classes as well.

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In consideration of such petitions, the state-run University of the Philippines-Diliman (UPD) suspended all modes of online learning. In his message to the academic community on March 17, 2020, UPD Chancellor Fidel Nemenzo announced the cancellation of online classes due to (i) emergency concerns as "caring for our families and for ourselves comes first," (ii) "unequal access to personal computers and the internet exists among our community," and (iii) "the shift to online classes has also not been smooth for our faculty, who have had to learn new skills and revise their syllabi overnight" (Nemenzo, 2020).

It is quite understandable that some of the backlashes stem from the stresses caused by the pandemic. The other concerns, however, have already been noted by experts in the field of distance education. First, there is the issue of social integration and peer culture, and the possibility of transmission of values in a "virtual" classroom. Since there is a lack of human interaction in the learning process, students may learn less in such a set-up as opposed to those in the traditional classroom (Edge and Loegering, 2000; Gamage et al., 2020). Second, there is also an issue on the unnaturalness and the results of online learning, since it goes against how natural teaching and learning supposedly take place (Larreamendy-Joerns and Leinhardt, 2006; Adnan and Anwar, 2020). The lack of face-to-face human interaction in the online learning space and process appears disconcerting to both educators and learners alike.

On top of these concerns, however, there are deep socio-economic concerns for online learning in a developing country like the Philippines. Students in far-flung areas in the country do not even have roads or electricity, let alone access to computers and the internet. Moreover, given current internet infrastructure, even students in urban areas may have limited internet access. This then results in a "digital divide" between those who do have access and those who do not.

SYNTHESIS AND RELEVANCE

For this paper aims to describe and analyze the responses experienced by students while following the online learning system and the adaptation patterns that are developed to survive and follow the learning process. Implications about how to support students in adapting to online

learning and to address their problem and challenges and how online learning help student to a new way of learning.

The COVID-19 pandemic has disrupted education in over 150 countries and affected 1.6 billion students. In response, many countries implemented some form of remote learning. The education response during the early phase of COVID-19 focused on implementing remote learning modalities as an emergency response. These were intended to reach all students but were not always successful.

CONCEPTUAL FRAMEWORK

The paradigm below served as guide of the researcher in the conduct of the study.

INPUT

PROCESSS

OUTPUT

DEFINITION OF TERMS

Online learning - is defined as “learning experiences in synchronous or asynchronous environments using different devices (e.g., mobile phones, laptops, etc.) with internet access. In these environments, students can be anywhere (independent) to learn and interact with instructors and other students” (Singh & Thurman, 2019).

Synchronous - is a general term used to describe forms of education, instruction, and learning that occur at the same time, but not in the same place. The term is most commonly applied to various forms of televisual, digital, and online learning in which students learn from instructors, colleagues, or peers in real time, but not in person, means that students are required to log in and participate in class at a specific time each week. For example, educational video conferences, interactive webinars, chat-based online discussions, and lectures that are broadcast at the same time they delivered would all be considered forms of synchronous learning.

Asynchronous- is a key feature of successful online learning programs. The word “asynchronous” means not keeping time together, which refers to students’ ability to access information, demonstrate what they’ve learned, and communicate with classmates and instructors on their own time. They don’t have to be in the same classroom or even in the same time zone to participate, allows students to view instructional materials each week at any time they choose and does not include a live video lecture component. For example, prerecorded video lessons, email exchanges between teachers and students, online discussion boards, and course-management systems that organize instructional materials and related correspondence would all be considered forms of asynchronous learning.

Virtual - is done using computer technology over the internet, and not involving people physically going somewhere.

Culture Shock - is an experience a person may have when one moves to a cultural environment which is different from one's own; it is also the personal disorientation a person may feel when experiencing an unfamiliar way of life due to immigration or a visit to a new country, a move between social environments, or simply transition to another type of life.

CHAPTER 3

METHODOLOGY

The purpose of the current study is to find out the challenges confronted by learners in Marinduque State College during the transition to online learning due to the COVID-19 pandemic and explore possible solutions and suggestions for future virtual learning.

RESEARCH DESIGN

This study is descriptive research using qualitative methods designed to determine the online learning challenges encountered by the students in Marinduque State College. This were conducted online because of the ongoing covid-19 pandemic and social distancing. And this approach was cost effectivel It also ensured a detailed probing of the perceptions, expectations, and difficulties and was timed so as to generate recommendations for improvements and hypotheses that can be tested in future research.

RESEARCH LOCALE

The research conducted at Marinduque State College in order to determine the online learning challenges encountered by the students located in Tanza, Boac, Marinduque that offers courses and programs leading to officially recognized higher education degrees in several areas of study.

RESEARCH POPULATION

The respondent of this study were the selected student in Marinduque State College.

RESEARCH INSTRUMENT

The researcher used self administered survey questionnaire that was given to the respondents. The questionnaire comprises four (4) parts. Part 1 includes the respondents profile of students in the research in terms of age, gender, year and section. Part 2 is the adjustment did the student do to cope with the situation. Part 3 is the common problems encountered by the students. Likewise, close-ended question were use part 4 to determine the impact of culture shock and covid-19 to the respondents. The questionnaire aimed to identify the impact and challenges of online learning to the students.

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DATA GATHERING PROCEDURE AND ETHICAL CONSIDERATION

The researcher sought permission from the thesis adviser and dean prior to the conduct of study. Also the letter was then forwarded to the selected student in Marinduque State College. An informed consent was also secured from the respondents prior to the interview. The researcher gather data based on the scheduled date and it was conducted through online to give the survey questionnaires. We respect all the respondents, and make sure to keep their answered to questionnaire confidential.

**COMMUNITY PARTICIPATION IN THE PRESERVATION OF SELECTED
CULTURAL HERITAGE IN THE MUNICIPALITY OF BOAC, MARINDUQUE**

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An Undergraduate Thesis
Presented to the Faculty of
School of Business Management
Marinduque State College

In Partial Fulfillment
Of the Requirements for the Research of
Bachelor of Science in Tourism Management

by
Estella Marie P. Feolino
November 2021

CHAPTER I

THE PROBLEM AND ITS BACKGROUND

I. INTRODUCTION

Cultural heritage is an expression of a community's ways of life that have been passed down through generations, including customs, practices, places, objects, artistic expressions, and values. Along these, it encompasses tangible culture (such as buildings, monuments, landscapes, books, works of art, and artifacts). (ICOMOS, 2002)

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The 1972 World Heritage Convention, promulgated by the United Nations Educational, Scientific, and Cultural Organization (UNESCO), recognized cultural heritage as having "a function in the life of the community" and that protecting World Heritage is the responsibility of the community as a whole to cooperate. The term "community" falls under the category of stakeholder. In international charters and legal instruments, such as the Lausanne Charter (1990), which encouraged community participation in the economic development process, participation of the community is recognized. A greater emphasis is needed to be placed on the active involvement of our community at all levels in the preservation, protection, and management of our World Heritage properties(2002). Involvement of community participation in the process of heritage identification and management was established by the 1972 World Heritage Convention, which called for a general policy aims at giving the cultural and natural heritage a function in the life of the community and to integrate the protection of that heritage into comprehensive planning programs. This active participation of communities is a critical component of sustainable local development and was established by the 1972 World Heritage Convention (Grimwade & Carter, 2000). From 1990 to the present,

according to Grimwade and Carter , the World Heritage Committee has also advocated for greater community participation in the identification and management of cultural heritage properties.

Preservation is the deliberate act of preserving cultural heritage from the present for the benefit of future generations, and it is something that cultural and historical ethnic museums and cultural centers work to promote. Preserved heritage has emerged as a cornerstone of the global tourism industry, providing a significant source of economic benefit to local communities. Preserving the Philippines cultural heritage has been and continues to be a massive undertaking for both national and local governments, as well as civil society. It is encouraging to note, however, that some provinces and municipalities in the Philippines have recognized the importance of integrating heritage preservation into the broader process of community development.

The majority of the objectives, particularly those who aim at involving communities in the preservation of cultural heritage, have yet to be fulfilled or even partially achieved. For that reason,

the researcher will conduct a study about the community participation in preserving the selected cultural heritage in the municipality of Boac, Marinduque.

Statement of the Problem

The researcher aims to determine the community participation in the preservation of selected cultural heritage in the municipality of Boac, Marinduque.

Specifically, the researchers aimed to answer the following questions:

1. What is the level of awareness of the community in the preservation of the selected cultural heritage in terms of;
 1. Tangible
 2. Intangible
2. Is there any significant difference in the level of awareness of the community in the preservation of the selected cultural heritage in terms of;
3. What material can be developed for the awareness of the community participation in the preservation of the selected cultural heritage in the municipality of Boac, Marinduque?

Significance of the Study

This study would be of great contribution to the vast knowledge in relation to the community in the preservation of the selected cultural heritage in the municipality of Boac, Marinduque. Vital results of this investigation could be highly significant and beneficial primarily to students, teachers, community, local government unit and future researchers.

Students, as they may be educated and be aware of the importance of the community participation in the preservation of the cultural heritages in the municipality of Boac, Marinduque.

Meanwhile, with the results of this study, teachers would have an idea about the level of awareness of the community in the preservation of the selected cultural heritage . Thus, the output of this study is a vital tool for teachers to responsibly undertake the exercise on how to preserve cultural heritage.

Consequently, community as they may become knowledgeable about the condition and the situation in Marinduque as residents. They may also become aware of the significance of community participation in the preservation of the selected Cultural Heritage in the municipality of Boac, Marinduque.

On the other hand, Local Government Unit (LGU) plays a major role in a community's development. As they address its community's problems, concerns, and hold influence over its communities.

Finally, future researchers this study may serve as guide for future studies.

Scope and Limitation

The study will focus on determining and analyzing the Community Participation in the Preservation of selected Cultural Heritage in the municipality of Boac, Marinduque in terms of defining the level of awareness of the community.

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter summarizes the data and key concepts gathered for the study from various journals, articles, conducted studies, and literatures pertaining to the variables under investigation.

Foreign Studies

Globally, community participation is an important topic in heritage management theories, policies, and practices: a phenomenon that aims to facilitate an inclusive and dynamic process that contributes to sustainable development (Den, 2014; Landorf, 2009). The UNESCO Operational Guidelines for the World Heritage Convention (hereinafter referred to as the OGs) and their implementation seeks to involve a broader range of stakeholders in heritage

identification, protection, and preservation as a global strategic policy (UNESCO, 2012). Local communities' critical role, their traditions, and lifestyle characteristics are widely acknowledged in the OGs (Landorf, 2009; Simakole, Farrelly, & Holland, 2018; UNESCO, 2012). Community participation is recognized as a critical component to heritage management practices (Taylor, 2016; Veldpaus, Pereira Roders, & Colenbrander, 2013).

The importance of community involvement in preserving cultural heritage is reaffirmed in a wide variety of literature, including scholarly research and institutional conventions. However, there is no

overarching definition for 'community,' as the term is interpreted differently in different contexts. UNESCO's 1972 World Heritage Convention recognized cultural heritage as "a function in the life of the community" and stated that protecting World Heritage "is the responsibility of the international community as a whole." Community' is a subset of the term "stakeholder," an English term that is difficult to translate into any other language. The term 'community' is used interchangeably with "international community," site managers, local and regional governments, present and future generations of all humanity, and local communities, non-governmental organizations and other interested parties and partners, general public, civil society, and indigenous people in the World Heritage Convention and its Operational Guidelines. In the concept of heritage community, cultural heritage should come before community definition. In the context of Macao, the term "heritage community" can refer to any member of society, including the local residents, and professionals, as long as they identify with the city's cultural heritage (regardless of its perceived value) and recognize the importance of historic preservation.

As the connection between cultural heritage and human well-being becomes more apparent, the call for increased public participation in preservation practices gains momentum. According to Auclair and Fairclough, heritage is viewed as the interaction between people and their environment, between people and communities, it is not primarily a collection of objects. Thus, historic preservation should be more oriented toward serving the public today. In an ideal world, public participation in the realm of preservation would be a mechanism for laypeople to influence preservation processes and management practices.

Local Studies

Cultural heritage is critical to the lives of individuals because it validates human existence. The cultural and historical heritage of humanity entails the triumphs, history, life struggles, intelligence, and

challenges of our forefathers and mothers, all of which have a significant impact on humanity's future. In this regard, the importance of culture and historical heritage has become a focal point of discussion in both national and international policymaking processes. According to San Miguel (2019), cultural heritage preservation is critical for understanding the historical wealth that underpins culture, symbolizing the essential nature of culture in both the country and its people. Cultural heritage preservation maintains the balance of the atmosphere of a historic past experience in a way that is compatible with contemporary society. Thus, culture serves as a source of inspiration for stewardship of the present and future." Conservation efforts contribute to the Filipino people's integrity and dignity. The historical treasures and cultural traditions of the Philippines attest to the country's true wealth.

In the Philippines, Republic Act No. 10066 (R.A. 10066), also known as the National Cultural Heritage Act of 2009, establishes cultural heritage parameters based on UNESCO instruments. Cultural heritage is defined in the legislation as the totality of cultural property that has been preserved and developed over time and passed on to posterity (Art II, Section 3). Thus, a cultural property encompasses all manifestations of human creativity through which a people or nation expresses its identity. Additionally, it encompasses traditions or living expressions that are frequently shared, learned, symbolic, adaptive, and integrated, inherited from forefathers and transmitted to succeeding generations (Balco, 2011; Radzuan and Ahmad, 2015; UNESCO, 2011)

The World Heritage Convention classified heritage into two categories: cultural heritage, which encompasses monuments, groups of buildings, and sites of historical, aesthetic, archaeological, scientific, ethnological, and anthropological significance; and natural heritage, which encompasses outstanding physical, biological, and geographical characteristics of various plant and animal species, as well as areas of significant scientific or aesthetic value that have been designated for conservation (UNESCO, 1972).

In essence, protecting and preserving such resources could result in sustainable development not only in tourism, but also in other related fields. Petty et al. (2020) support this notion, stating that cultural heritage is a social and cultural process that contributes significantly to the concept and practice of sustainable development. Sustainable development is defined as meeting current needs without jeopardizing future generations' ability to meet their own (Altan, 2018). While nations strive for continuous improvement, their distinct cultures and illustrious histories will not be compromised in the name of development.

Advocates for cultural heritage believe that it can serve as a conduit for cultural tourism, thereby boosting the economy. According to the findings of a 2004 forum organized by the Asian Institute of Management's Dr. Andre L. Tan Center for Tourism, as well as generalizations made at a 2013 summit organized by the Heritage Conservation Society (Philippines), preserving heritage structures and cultural resources can significantly increase the market value of real estate properties, thereby boosting tourism activity and facilitating economic growth in the area, as well as correcting historical inequalities (Flores, 2013).

Synthesis and Relevance

Individuals' lives are impacted by cultural heritage because it validates human existence. Humanity's cultural and historical heritage includes our forefathers' and mothers' triumphs, history, life struggles, intelligence, and challenges, all of which have a significant impact on humanity's future. Community involvement is a critical component of heritage management theories, policies, and practices: a phenomenon that aims to facilitate an inclusive and dynamic process that contributes to sustainable development. The critical role of community involvement in cultural heritage preservation is reaffirmed in a wide variety of literature research and institutional conventions. Protecting and preserving such resources has the potential to result in sustainable development in a variety of sectors, not just tourism. The

participation of the community has gained increasing attention from heritage researchers, with an emphasis on the designation and implementation of heritage sites.

Theoretical Framework

The figure shows the input – process – output of the study. The input phase includes the determination of the level of awareness of the community in terms of Tangible Cultural Heritage and Intangible Cultural Heritage. The process phase covers the analysis of the relationship between the level awareness and significant difference in the level of awareness of the community in the preservation of the selected cultural heritage. For the final stage, the end view of the aforesaid process is proposing an awareness video presentation that will serve as the output of the study.

Definition of Terms

AWARENESS - the state or condition of being aware.

COMMUNITY PARTICIPATION - can be loosely defined as the participation of individuals in a community in projects aimed at resolving their own problems.

CULTURAL HERITAGE - It can include customs, practices, places, objects, artistic expressions, and values that have been developed by a community and handed down from generation to generation.

INTANGIBLE CULTURAL HERITAGE - The term "Intangible Cultural Heritage" refers to "the practices, representations, expressions, knowledge, skills – as well as the instruments, objects, artifacts, and cultural spaces associated with them – that communities, groups, and, in some cases, individuals recognize as being part of their Cultural Heritage.

PRESERVATION - the act or process of preserving something.

RESPONSIBILITY - the state or fact of having a duty to deal with something or of having control over someone.

TANGIBLE CULTURALHERITAGE - The term 'tangible cultural heritage' refers to physical artifacts that are created, maintained, and passed down through generations in a society. It encompasses artistic works, built heritage such as structures and monuments, and other physical or tangible manifestations of human creativity endowed with cultural significance in a society.

CHAPTER III METHODOLOGY

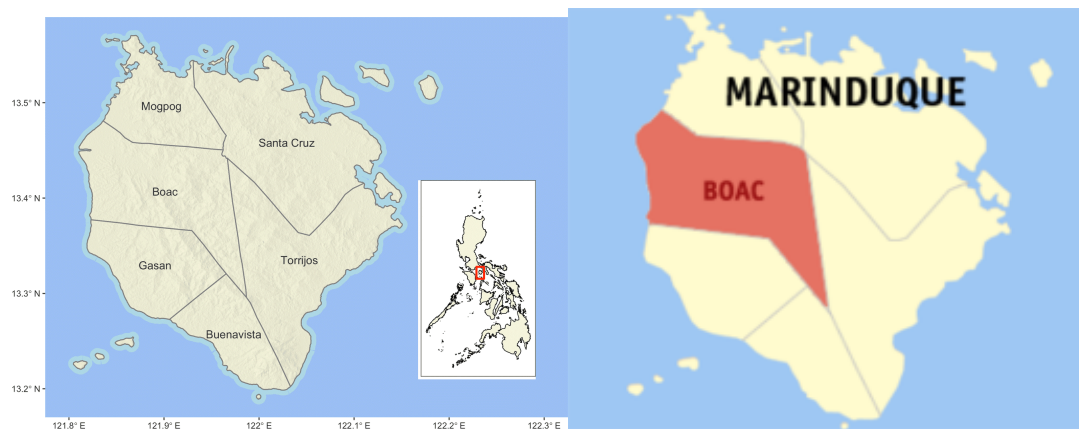
This chapter presents the research design, research locale, research population, research instrument to be utilized, data gathering procedure and ethical consideration.

Research Design

This study will use descriptive-evaluative and descriptive-correlational methods of research because to provide valuable information based on the essential knowledge of the purposes of the study. The descriptive-evaluative method will be employed to ascertain the level of awareness of the community in the preservation of the selected cultural heritage in terms of Tangible Cultural Heritage and Intangible Cultural Heritage. Correspondingly, the descriptive-correlational method will be utilized to determine the significant difference in the level of awareness of the community in the preservation of the selected cultural heritage in the municipality of Boac, Marinduque. Hence, these will become the basis of developing an Awareness video presentation.

Research Locale

The study will take place in the province of Marinduque, more specifically in the Town of Boac. Marinduque is one of the provinces in the country with a rich cultural heritage.



Research Population

The respondents of the study will be composed of 50 residents of the municipality of Boac, Marinduque. Moreover, random selections of respondents will be employed in determining the residents to be included.

Research Instrument

The researcher will use diagnostic test and questionnaire as main tool for gathering data.

The diagnostic test constructed by the researchers was used to measure the level of awareness of the community in the preservation of the selected cultural heritage in the municipality of Boac, Marinduque.

Data Gathering Procedure

To accomplish this study, the following steps were considered and followed.
Necessary permits to conduct the research were secured.

A permission will be ask to conduct the research from the Local Government Unit of Boac, Marinduque. Upon the approval, the researcher will conduct a survey via Google form that will be disseminated through the use of various social media platforms. Upon completing the necessary permits, the researcher will access the residents to administer the research instruments. After the retrieval of the research instruments, tallying, tabulation and analysis of the data will be followed.

Ethical Consideration

The researcher guarantees that all the data collected will be treated with the strictest confidentiality and will be used solely for academic purposes. All sources and references will be properly acknowledge to avoid plagiarism.

**PUTONG: THE CULTURAL IDENTITY OF
MARINDUQUENOS AS MANIFEST BY THEIR WAY OF
GREETING AND WELCOMING GUESTS AND ITS
RELATION TO CULTURAL DIVERSITY IN THE
MODERN SOCIETY**

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An Undergraduate Thesis
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In Partial Fulfillment
Of the Requirements for the Research of
Bachelor of Science in Tourism Management

By
Dea Marie Q. Garcia
November 2021

Chapter I

The Problem and It's Background

Introduction

Diverse cultural traditions, identities, and groups coexist in modern society. The plurality of cultures in our globalized world can be enriching as well as challenging. Diversity is enriching when different ideas and traditions enable variety and innovative ways of living. It is challenging when cultural differences lead to conflict, undermine social cooperation, and make it difficult for opposing groups to respect their differences. It is especially challenging when groups have conflicting views about the kind of public bioethical policy the government should impose on its culturally diverse citizenry – when different groups appeal to their own cultural norms. Should we exclude culture-based reasons in justifying claims in public debates because these reasons are based on specific cultural traditions that do not appeal to the public at large? Or should we include such reasons to give recognition to the diverse cultural identities of those who practice traditions on which these reasons are based? If excluding culture-based reasons is meant to prevent cultural differences from hindering compromise or if including these same reasons in public debate is meant to ensure that conflicting parties will be able to support any compromise that could come out of public debate, then it may not be exclusion or inclusion of culture-based reasons per se that is crucial in dealing with conflict between cultures. Instead, we need to evaluate every culture-based reason to establish whether it might contribute or hinder compromise and resolution of conflicts. If culture-based reasons facilitate compromise, then these reasons deserve inclusion in public debate. However, if culture-based reasons silence opposing views by imposing the primacy of one's own traditions over others – preventing conflicting parties from achieving compromise – then such reasons cannot help us deal with the challenges of cultural diversity. UNESCO's Universal Declaration on Bioethics and Human Rights Article 12 calls for respect for cultural diversity stating that "The importance of cultural diversity and pluralism should be given due regard." But it also states that such considerations are not to be invoked to infringe upon human dignity, human rights and fundamental freedoms, nor upon the principles set out in this Declaration, nor to limit their scope."

No one chooses the culture or society that they are born in. However, culture influences our lives from the beginning to the end. A person's cultural background plays an important role in determining what choices they make and which paths they take in life. More importantly, cultural background determines how people treat each other. Culture influences personal biases and helps develop a personalized vision of the world. In any society, there exist certain cultural stereotypes that influence how people from certain cultures are treated. The influence of such stereotypes cannot be undermined as they may lead to negative treatment of certain ethnic groups. However, as the world continues to evolve and more information becomes available on individual as well as cultural differences, the acceptance of cultural diversity as a benefit is becoming more common.

Background of the Study

Putong" or "Tubong" as it was originally called, is essentially a thanksgiving ritual that is unique and indigenous to the island of Marinduque, Philippines. The ceremony involves two parties, the Magtutubong which is a group of people who sings and accompanies Tubong, and the honoree who is the person to whom the Tubong is dedicated for. It portrays some kind of solicitude for more power, good health and long life for the honoree. It came about during the olden days as a thanksgiving/offering of birthday celebrants particularly those who suffered from being under throes of death or other forms of distress but were eventually saved. Later on, others who came

under similar ordeal took it upon themselves as a vow to hold Tubong offerings as a token for gratitude to the Almighty for giving them longer lives.

Putong, or Tubong is a tradition of group singing and dancing to wish pleasant things, for long life and happiness for the celebrator. The dance was a conventional waltz and easy steps like chacha. Two important persons will carry the crown and flowers for the celebrator.

The number ends as the group whisks confetti and coins for good vibes and luck. They say "Viva!" The tradition is no longer exclusively performed by the elderly as a new generation of Mamumutong, Putong performers have also come to love this it, willing to share it with unsuspecting guests as an unforgettable surprise. A short version of "Putong" became popular during the last forty years (original versions last for hours to a whole day that included breaks for eating and tuba, coconut wine drinking), and many young girls have come to memorize the song and corresponding folk dance-steps.

Culture is a strong part of people's lives. It influences their views, their values, their humor, their hopes, their loyalties, and their worries and fears. Therefore, when you are working with people and building relationships with them, it helps to have some perspective and understanding of their cultures.

Cultural diversity helps us recognize and respect "ways of being" that are not necessarily our own. So that as we interact with others we can build bridges to trust, respect, and understanding across cultures. Furthermore, this diversity makes our country a more interesting place to live in. As people from diverse cultures contribute language skills, new ways of thinking, new knowledge, and different experiences.

STATEMENT OF THE PROBLEM

To furthermore understand the advantages of Putong and its impact in the modern humanity, the following questions were formulated by the researcher:

1. Demographic Profile
 - a. Age
 - b. Gender
2. What part/s of Putong do you like most? How can you characterize it?
3. How was the Putong changed over time?
4. What percentage of the youth today have witnessed the performance of Putong in a gathering?
5. How can the modern community help in maximizing the use of Putong in the locality?
6. How effective is Putong in uplifting the culture of the place and the people therein?

SIGNIFICANCE OF THE STUDY

The purpose of the study is to know the Cultural Identity of Marinduquenos as manifest by their way of greeting and welcoming guests and its relation to cultural diversity in the modern society. This study is significance to the following;

To the new generation,

The result of this study will serve as a proof to the new generation that this tradition still exists up to now, so that they will be able to understand and cultivate it.

To the Department of Tourism,

For them to understand how important Putong is as a tradition in our area as this remind of how welcoming the people of Santa Cruz are.

To the Barangay Manunubong,

To know how important, they are doing in accordance with our habitual indulgence in what we receive to our Almighty God.

To the Researchers,

The result of the study will be beneficial to the future researchers. The outputs of this study can be used as guide to those researchers that will conduct the related study.

Scope and Delimitation

This study focused on the Putong: The Cultural Identity of Marinduquenos as manifest by their way of greeting and welcoming guests and its relation to cultural diversity in the modern society. This study was conducted at Selected Barangay in Santa Cruz Marinduque as for the respondents.

Chapter II

Review of Related Literature

The Review of Related Literature and studies represents gathered information related to the topic presented.

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Local

The Tubong/Putong Ceremony of Marinduque, Philippines According to Imeldayumul 2013)

Local folks from most part of the country have their own unique culture, customs and traditions and which the local government is mandated to implement its preservation, enrichment and sustainability. The province of Marinduque has been renowned locally and internationally for its *putong*. This customary act has been part of the culture and tradition of Marinduqueños (Enacting Provincial Ordinance. 75 series of 2007).

The *tubong* or *putong* is a ceremony indigenous to the island of Marinduque, Philippines. Literally, the word “putong” means to crown. It is a song of thanksgiving, hope and prayer for a long, blessed life. According to beliefs, the patron saint rejoices at this kind of celebration and intercedes for the honoree in his wish for long life, happiness and safety from accidents and bad luck. The is commonly performed to welcome guests and to wish them good life, health and luck. It is also done during birthdays, anniversaries, graduations or any special events that a person is thankful for and in praying for a blessed path in life.

All around the island of Marinduque, the performance is relatively the same. The “mamumutong” (performers of tubong) wear costumes such as *kimona* and *saya* for ladies and *barong* for men. They bring with them baskets of fresh flowers, palm leaves and coins. They sing and dance accompanied by a guitar man. The ceremony begins as the “mamumutong” or the “manunubong,” gather around the host’s home. As they enter the house, they explain their purpose and request for host’s hospitality.

The performers shower the honoree with flowers and coins, symbolizing affection and wishes of good luck and prosperity. During this moment too, the host and other guests throw candies, coins and paper bills to the honoree. As this happens, children and adults alike rush in for the bounty. The room is then filled with laughter and scream of happy attendees. It is said that the crown and the coins must be kept for good luck. The ceremony ends with everybody screaming “Mabuhay!” (Long live!) after which they with shared meal and drinks offered by the host. It is said that Marinduqueños are the most hospitable people in the Philippines, and the putong/tubong ceremony justifies it more. A religious and popular ceremony giving identity to the people: The Tubong/Putong (ImeldaYumul 2013).

According to Gerald Gene R. Querubin dated 8/30/07. The people in the tiny, heart-shaped island of Marinduque welcome friends and visitors in a unique tradition befitting kings and queens in their own right. Putong literally meaning coronation or to crown, the putong (also called tubong) is a song of thanksgiving and, at the same time, a wish and a prayer for a long, blessed life. It has remained one of the popular traditions in this deeply religious province. The practice has been extended to visitors and guests as a gesture of hospitality. It is, in fact, a prayer for their success, health and prosperity, and has evolved into a song of love, respect, praise and thanksgiving.

Accoding to Gemarie B. Manao(undated) that Putong" which is known also as "Tubong" in some parts is a ceremony indigenous only to the island of Marinduque, Philippines. Literally, the word

“putong” means to crown, is a song of thanksgiving, hope and prayer for a long, blessed life and held as a welcome or thanksgiving rite done through song and dance wherein guests are crowned and showered with flowers for good health and money for good luck. It is also done during birthdays, anniversaries, graduations or any special events that a person is thankful of and praying for a blessed path in life. It is only a small part of the island culture but with no one from any class of society being exempt to be honored with a crown of flowers bestowed upon an individual, it serves as the great island equalizer for all has equal shots at getting his or her crown and be showered with love and wishes for good luck, health and prosperity. It has been practiced in the island of Marinduque for over a century. There are numerous versions of the "Putong" in the province but the main ideas express through the song is similar. The original song-and-dance rituals used to last from 6 hours to a whole day, involving saints and "Maria" whose names must be invoked, followed by drinking tuba (coconut toddy), eating and merriment, using candles, floral crowns, incense and coins as props.

Foreign

The term cultural diversity enables us to understand the sum of the various kinds of difference, ethnic, racial, or cultural, including their intersections or co-articulations with gender and sexuality, and also the debates, controversies, and conflicts, as well as the conviviality, warmth, and solidarity. It also enables us to understand, and interact with, cultural diversity and it also enables us to construct our cultural identities in and through the media (Siapera, 2010, pp. 6-7). Intercultural understanding for people and the respect for different cultures are very important in order to build peace and stability among societies. Culture is an excellent concept. It has many applications among nations, communities and organizations. Do really cultures help us in our daily lives? Do cultures really ease our lives if we know others' cultures? We can ask such questions. We can easily contact with different people through internet. We can easily travel to other countries. We live in the same world with other nations even though we do not know their languages. For this reason, we should try to learn other people' cultures in order to make our lives easier. If we do not know the people's culture where we want to travel or live then we cannot properly understand them and we can misinterpret them. For example, I am living in Albania, there are something which are really strange to me, but if I do not know their cultures, I can misunderstand them. There are also some cultures in Turkey which are strange to other people. If they do not know the Turkish culture, when they go to Turkey, they can misunderstand the Turkish people. There is one proverb. “When you are in Rome do as Romans do”. If we do not know how people do or what their cultures are like we cannot do how they do. Cultures can be food, dress, speech, music, the way of eating, the way of talking and the way of behaving. Cultures can be affected by socioeconomic status, religion, social class, and nation of origin, region of birth, or occupation and even by geographic regions. Other's cultures enable us to evaluate our own culture. Sometimes we think that our culture is very good or the best. When we see other cultures, we are actually able to compare our cultures with other cultures. We cannot criticize or blame people regarding their cultures. In every culture, the way they dress, the way they eat, the way they speak and the way they behave can be different, but we need to respect their cultures. We cannot narrow cultures. Lott claims that some people prefer to limit the concept of culture to what is learned, shared, and transmitted within large groups such as nationalities or ethnicities. (Lott, 2010, p. 13). As I stated above cultures can be everything. It is very clear that in human terms, a culture cannot develop without diversity. Culture, like nature, needs to respond to its evolving environment (Landry, 2008, p.6)

There are many advantages of cultures. People today with proper culture, knowledge and skills are also sought by international businesses. These attributes can help identify new

opportunities for international trade, while at home they help in meeting international people and tourists (Inglis, 2008, p.22) Cultures prepare us to attend to some events and not to others, to ascribe particular meanings to what we experience, observe, and learn about from others (Lott, 2010, p. 11). Jawad Syed states that “sharing values across distinct cultures is very important among diverse employees as they can create opportunities and avoid complexities in their workplace” (Jawad Syed, 2010, p. 33). Culture separates us from the rest of the world of living things. Culture distinguishes us in the animal kingdom, and it helps to define us. We as human beings create, learn, and use cultures to respond to the problems of our natural and socio-cultural environments, to control us, and even to change us (Naylor L. L., 1997, p. 3)

In some cultures, people whenever see each other they should greet each other with warm respect and use good words, but in some other cultures it is not much important. So, we need to learn the cultures in order to be respected by other people. Lessen claims that “culture bridges the individual and the external worlds, one department and another, the conscious and subconscious minds, corporate strategy and corporate culture” (Lessem, 1998, p. 95). Kottak also claims that “Culture is an environmental force that affects our development as much as do nutrition, heat, cold, and altitude. Culture also guides our emotional and cognitive growth and helps determine the kinds of personalities we have as adults” (Kottak, 2011, p. 4). According to Landry: The confident secular humanist view proposes a set of civic values and rules of engagement, which include: providing settings for a continually renewing dialogue across differences, cultures and conflicts; allowing strongly held beliefs or faiths expression within this core agreement; and acknowledging the ‘naturalness’ of conflict and establishing means and mediation devices to deal with difference. It seeks to consolidate different ways of living, recognizing arenas in which we must all live together and those where we can live apart. It generates structured opportunities to learn to know the ‘Other’, to explore and discover similarity and difference (Landry, 2008, p.9). There are many advantages of cultural diversity. Cultural diversity firstly, helps people or communities how to live together. Secondly, it helps interact with each other. When people interact with each other; the interaction will bring peace and happiness. The most successful interactions occur when nations from various backgrounds share experiences. When we know their cultures, we learn how the people behave, how they communicate and we learn what they like or dislike. We avoid misunderstanding different nations. In some countries there are many different nations that live without any conflicts. Various cultures are a richness of communities, it is a color of different nations. Cultural diversity’s due must be conducive to peace within countries, between regions, and throughout the world (Stenou, 2004). Stenou also claims that cultural diversity can conduct peace within countries, between regions, and throughout the world (Stenou, 2004). James Lynch draws our attention to the fact that multiculturalism is a sensitive issue. He claims that “all societies have become multicultural, and it is vital to prevent social conflict through an education that fosters understanding and respect for cultural diversity, as well as communication and cooperation between persons of different origins” (James Lynch, 1992, p. 169). It is very significant to learn other nations’ cultures. We need to learn how to communicate with other nations, particularly nowadays, communicating with diverse communities from different cultures means to strengthen democracy and active citizen participation, encourage respect for human rights and cultural diversity and work on human capital development offers a solid foundation for the improvement of living conditions (Xhavit Rexhaj, 2010, p.

According to Hall (1959) most behaviors in intercultural interactions do not spring from malice but from ignorance. We are not only ignorant of what behaviors are expected from others, but we are equally ignorant of what we are communicating to other people by our own normal behavior. There are implied and explicit rules that govern behaviors. Rules facilitate interaction among members of a cultural community because they establish a set of common expectations and reduce uncertainty. To the extent that interactants take on separate cultural identities, they must share or develop rules for intercultural interaction in order to establish successful relationships and

must PREVIEW 4 be able to take the other culture's perspective in order to understand their rule systems (Collier, Ribeau & Hecht, 1986). Moreover, knowledge of a people's history and culture enables us to determine what constitutes rules for communication competence in intercultural communication. The present study on the differences in culture and communication styles between Korean merchants/employees and Black patrons will enhance our knowledge and understanding of intercultural communication and contribute to an already growing body of research in this area. Implications of the Study When the Korean merchant/employee and Black patron come face to face with each other in a service business-oriented context, they bring with them a host of cultural experiences, and in some instances, negative perceptions about each other. Differences in communication styles serve to compound the problems. Black patrons may resent Koreans, viewing them as a long line of outsiders who set up businesses in their community, charge high prices, refuse to hire Blacks, and show little respect towards Blacks in communication interactions (Los Angeles Times, 1985; Personal Interviews with Black residents, 1988). Similarly, Korean merchants may view the Black patron as loud, aggressive, and in some instances, dangerous, with little respect for personal property (Korea Times, 1985; Los Angeles Times, 1985; Interviews PREVIEW.

According to Allain, K. A., Crath, R., & Çalışkan, G. (2020). Speaking welcome: A discursive analysis of an immigrant mentorship event in Atlantic Canada. *Ethnicities*, 20(6), 1197-1217. That this article offers an analysis of a business mentorship event in Fredericton, NB, which targeted immigrants sponsored through the New Brunswick Provincial Nominee Program (NBPNP)—an economic revitalization program designed to attract foreign business people and skilled workers to settle in the province. Applying Derrida's concept of hospitality as a technology of whiteness, we examine the stated and implicitly understood expectations for the NBPNP, including the mechanisms at play for regulating newcomer's behavior and comportment. We locate our analysis in the context of a regionally expressed Canadian multiculturalism, extending the relevance of our findings beyond Fredericton to Atlantic Canada. We ask: how do associated discourses of whiteness, multiculturalism and hospitality come into play to shape dynamics of power existing between hosts (settlement workers, various shadow state actors and mentor volunteers) and racialized newcomer guests? As a racialized threshold event, the Sip, Greet and Meet facilitated an exchange of hospitality such that the New Brunswick native hosts marked newcomers as perpetual arrivants, while holding the immigrants responsible for the success of their settlement in the Fredericton region. We show how the discourses regarding newcomers' duties cleared nativist inhabitants of any accountability for the success of immigrant settlement. We also show how the process of welcoming conveyed a message that the future success of the local community, the province and even Atlantic Canada depended on the business class immigrants' ability to serve as dutiful and grateful guests.

Synthesis and Relevance

The reviewed of both foreign and local studies believed to be related in this study since it justified the content of undertaking the Putong: The cultural identity of Marinduqueños as manifest by their way of greeting and welcoming guests and its relation to cultural diversity in the Modern Society in Santa Cruz.

**Input
Output**

Process

Conceptual Framework

The figure shows the input, process and output used by the researcher. The input is the putong (old version and contemporary version). In order to have the output needed in the study, discourse analysis was used and survey was conducted.

Definition of Terms

As used the study, the following terms are operationally defined:

Tubong or putong- is a ceremony indigenous to the island of Marinduque, Philippines.

-it is a song of thanksgiving, hope and prayer for a long, blessed life.

Manunubong or mamumutong - they are the people who are performing a Putong

Marinduqueños- people who leaving in Marinduque

Cultural diversity- it is enables us to understand the sum of the various kinds of difference, ethnic, racial, or cultural, including their intersections or co-articulations with gender and sexuality, and also the debates, controversies, and conflicts, as well as the conviviality, warmth, and solidarity.

Befitting- it is proper or right

Bestowed- to convey as a gift usually used with on or upon

Culture- it can be defined as all the ways of life including arts, beliefs and institutions of a population that are passed down from generation to generation.

Revitalization- the act or process of giving new life or fresh vitality or energy to someone or something

Interactants- a person or thing that interacts

Multiculturalism- it is consisting of or relating to people of many different nationalities and cultures.

CHAPTER III METHODOLOGY

This chapter presents the research method used in this study. This involves the research design, research locale, research population, research instrument, data gathering procedure and ethical consideration.

Research Design

The researcher will use a Qualitative type of research to determine Putong: The Cultural Identity of Marinduquenos as manifest by their way of greeting and welcoming guests and its relation to cultural diversity in the modern society. A Qualitative research method are design in a manner wherein it reveals the perception of a target audience with reference to a particular topic. It also involves collecting data concerning the main focus of the study.

Research Locale

The study will be conducted in the selected Barangay in Municipality of Santa Cruz Marinduque, specifically to the people who perform this type of cultural tradition.



Research Population

The population for this study will be Manunubong and the new generation in the selected barangay in Santa Cruz, Marinduque.

Research Instrument

The researcher will use a survey questionnaire as the main tool for gathering data. The first part will include the demographic profile of the respondents in the selected Barangay Santa Cruz, Marinduque

Data Gathering Procedure

The researcher will determine one particular topic which is the Putong: The Cultural Identity of Marinduquenos as manifest by their way of greeting and welcoming guests and its relation to cultural diversity in the Modern Society. Then, the researcher will give letter to the captain of selected barangay in Santa Cruz to ask permission in conducting a study involving the selected performers of putong in his Barangay. Respondents will be requested to answer the questionnaire.

The researcher then will analyze and interpret the answer. After interpreting the answer, the researcher will summarize it.

Ethnical Consideration

With respect to the respondent's privacy and compliance with data privacy act the researcher make sure that the personal information of respondents is safe and confidential. The researcher will undergo the process of complying with the necessary documents before conducting and the data gathering procedure.

The Impact of Culture to the Development of the Municipality of Mogpog, Marinduque

A Thesis Presented to the

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School of Business and Management

Marinduque State College

In Partial Fulfillment

Of the Requirements for the Degree

Bachelor of Science in Tourism Management

by

Erika C. Malucong

November 2021

CERTIFICATE OF ORIGINALITY

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This is to certify that the sources in this undergraduate thesis entitled “**THE IMPACT OF CULTURE TO THE DEVELOPMENT OF THE MUNICIPALITY OF MOGPOG, MARINDUQUE** ” properly acknowledged and duly cited.

This is to certify that the study is an original research undertaking and has not been copied from a previous work.

Issued this day _ of November 2021 at Marinduque State College, Tanza, Boac, Marinduque.

Erika C. Malucong

Researcher

CHAPTER I

THE PROBLEM AND ITS BACKGROUND

This chapter presents the background of the study, statement of the problem, significance of the study, scope and delimitation of the study.

Background of the study

Around 1960s, the dualism culture and development begins to vie for space with its elder cousin Tradition/Modernity. Culture and development are two words which have not always been together, urban work a pan within the same context. When we say the culture, what does it convey to us? Traditions and customs come closer to our perceptions. The oxford dictionary defines culture as the quality of enlightenment and refinement arising from an acquaintance with and concern for what is regarded as excellent in arts, letters, manners, the sum total of the ways of living built up by a group of human being and transmitted from one generation to another. Culture is one of the main pillars of development and sustenance of communities and no society can progress in its absence, it is the identity where common values, attitudes, preferences, knowledge are attribute to the behavior in a particular social group, and has a positive influence on social development in any given country. Economist tend to be defined culture as customary beliefs and values that ethnic, religious and social groups transmitted fairly and change from generation to generation (Guiso, Sapienza and Zingales 2006). This approach is largely dictated by the aim to identify casual relationship by focusing on aspects of culture that are constant over time. Murdock (1965) argues that a culture consist of habits that are shared by members of society. It is the product of learning, not of heredity.

Development is a process that creates growth, progress, positive change of the addition of physical, economic, environmental, social and demographic components. The purpose of development is to rise the level and quality of life of the population and the creation or expansion of local regional income and employment opportunities, without damaging the resources of the environment. According to the Society for International Development (SIC), development is visible and useful not necessarily immediately, and includes an aspects of quality change and the creation of conditions for a continuation of that change. If development can be regarded as the enhancement of our living standards then efforts geared to development cannot ignore culture. Interventions that are responsive to the cultural context and the popularities of a place and community, and advanced a human-centered approach to development, are most effective and likely to yield sustainable, inclusive and equitable outcomes.

Culture is a powerful driver for development, with community-wide social, economic and environmental impacts. People lifestyles, individual, behavior, values and our interaction with the natural environment are mostly influenced by our cultures.

Statement of the Problem

This study aimed to determine the impact of culture to the development of the Municipality of Mogpog, Marinduque.

Specifically, it sought to answer the following research questions:

1. What is the importance of culture to the Municipality of Mogpog?
2. How culture affect the development of the Municipality of Mogpog?
3. What are the individual effects of culture to the Mogpoguenos?

Significance of the study

This study will be a great help to the following;

To the tourist, this study will help the other tourists to know the culture of Mogpoguenos

To the Mogpoguenos, this study may help them to know how these cultures develop Mogpoguenos

Scope and the Delimitation

This study covers the importance of Marinduque and its impact to the development of Marinduque. This study will also discuss the role of culture to the development. It also shows the importance of culture in a certain community and how it helps develop people as a individual.

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter presents the local studies, foreign studies, synthesis and relevance, theoretical frameworks and definitions of terms.

Local Studies

Culture encompasses religion, food, what we wear, how we wear it, our language, marriage, music, what we believe is right or wrong and more. No matter what a culture looks like, one thing is for certain. Cultures change. Culture appears to have become key in our interconnected world, which is made up of so many ethnically, ethical beliefs, and essentially, the elements which make up culture, De Rossi said. “But culture is no longer fixed, if it ever was. It is essentially fluid and constantly in motion.” This makes it difficult to define any culture in only one way. In addition, De Rossi said that the culture derives from a French term, which in turn derives from the Latin “colore,” which means to tend to the earth and grow, or cultivation and further. And it shares its etymology with a number of other words related to actively fostering growth. Culture is the foundation on which a society is built and has an impact on people’s live. According to Hofstede (2001), national culture is a set of characters , attitudes, norms and values that distinguish members across organizations, institutions or countries, influencing all aspects of social and individual life.

Foreign Studies

The concept of culture has many definitions and interpretations. In social settings, it is often used broadly to represent entire ways of life. Included in such ways of life are rules, values, and expected behaviors. At its most basic level, culture can be seen as the shared products of a society. These products have a common meaning that accumulates over time and also reflect shared attachments among community members. According to Bridger (2002), culture can be seen as consisting of ideas, rules, and material dimensions. Ideas include such things as the values, knowledge, and experience held by a culture. Values are shared ideas and beliefs about what is morally right or wrong, or what is culturally desirable. Such values are abstract concepts and are

often based in religion or culture in that they reflect ideals and visions of what society should be. Such values often shape expected behavior and rules. These rules are accepted ways of doing things and represent guidelines for how people should conduct themselves and how they should act towards others.

Values and rules are often taken for granted and assumed to reflect a common understanding. Both, however, have direct origins and developed in response to conflicts or needs. At the core of such values and norms is a process of interaction that led to their emergence and acceptance. This process shapes the actions of individuals and social systems within their communities. In addition, Brennan (2005) said that culture provides belonging and an arena in which residents can make a difference. At the same time, culture contributes to exclusionary practices and has been seen as a drag on development efforts. Regardless, it is clear that culture plays a critical role in local community action.

Applied Uses of Culture in Development

According to PennState Extension (2020), the inclusion of culture into community and economic development models can take many shapes and forms. Culture can serve as the central focus. Included would be tourism and other efforts that focus largely on the promotion, preservation, or enhancement of local or regional cultures. Culture can also be a factor that needs to be addressed to determine its impact on new or existing development programs (resource management, environmental protection). In facing development, the programs that communities are willing to accept and embrace are likely to depend largely on cultural factors. It is therefore vital that problems and potential solutions be defined in a manner consistent with the local culture.

Culture as a Focus of Development

Regional or local culture can serve as a basis for development. Such efforts can serve to promote the local identity, regional languages, and minority cultures. Efforts can focus on preservation or promotion of a culture, but can also use culture to mobilize the local population. Examples of cultural preservation or efforts focusing solely on a culture are often seen in relation to tourism and conservation efforts. Included are renovation of villages (architectural rehabilitation, etc.), highlighting the architectural heritage of an area (restoring historic sites to serve as a focal point for tourists), cultural venues (local heritage centers, traditional cultural events), traditional craft and artistic skills (development of industry and employment based on the production of items which are symbolic of the local culture), and cultural based entertainment and cultural dissemination (organization of cultural activities, festivals, permanent exhibitions). Equally important is the environmental aspects of culture, where traditional uses of natural resources or events symbolize local cultural ties to environmental processes (solstice festivals, harvest festivals, agriculture progress days). According to Mark Brennan (2005), these efforts serve as a basis for development, but also serve to maintain cultural traditions and ways of life. Furthermore, such forms of development highlight the importance of rural cultures and identify their role in shaping wider society. Finally, through such development, community and cultural identities are reinforced and collective identities strengthened. Such interaction can lead to an improved state of community and social well-being.

Culture and Territorial Development

It is argued by some that development should focus clearly on specific sectors of the economy, while others argue that rural development should be more tailored to the unique cultural characteristics of rural areas and highlight their territorial elements. These sectoral approaches have been central to most "top-down" or government-led development. Sectoral programs have however received criticism. Such programs are often seen as being too broad in scope and application to account for the diversity and unique needs of rural areas.

In response to such conditions, a shift from sectoral to territorial rural development policy has been suggested. In such policies, social cohesion and comprehensive planning have been included. Mark Brennan (2005) also explained that territorial approaches are best suited to meet the unique and complex conditions present in rural areas. The local culture is part of this later development model. As a result, increasing attention is being given to local level and "bottom-up" approaches which focus on culture, territory, local diversity, and the optimization of local resources. Territorial approaches seek to enhance the particular strengths of a rural locality by developing the potential of local resources such as individuals, businesses, and communities. Such perspectives tend to include a recognition of the total environment in which local rural development operates. Such methods attempt to address the interdependencies of people, the environment, and the communities within a locality. Enhancing or focusing on local culture serves this process.

Individual and social benefits of culture

Participating in culture can benefit individuals in many different ways, some of which are deeply personal. They are a source of delight and wonder, and can provide emotionally and intellectually moving experiences, whether pleasurable or unsettling, that encourage celebration

or contemplation. According to Wolfbrown (2011), culture is also a means of expressing creativity, forging an individual identity, and enhancing or preserving a community's sense of place. Cultural experiences are opportunities for leisure, entertainment, learning, and sharing experiences with others. From museums to theatres to dance studios to public libraries, culture brings people together. These benefits are intrinsic to culture. They are what attracts us and why we participate.

Vibrant communities

The benefits of culture for individuals can spill over to society as a whole. According to Gilmore (2014), culture helps build social capital, the glue that holds communities together. By bringing people together, cultural activities such as festivals, fairs, or classes create social solidarity and cohesion, fostering social inclusion, community empowerment, and capacity-building, and enhancing confidence, civic pride, and tolerance. The social capital created through culture increases with regular participation in cultural activities. Cultural engagement also plays a key role in poverty reduction and communities-at-risk strategies. In addition to her study, culture is important to the vitality of all communities. Our diverse cultural heritage resources tell the story of our shared past, fostering social cohesion. They are intrinsic to our sense of place. Investments in heritage streetscapes have been shown to have a positive impact on sense of place. Benefits include improved quality of life for local residents, a feeling of pride, identification with the past, and a sense of belonging to a wider community. Culture helps cities to develop compelling city narratives and distinctive brands, with unique selling points for tourists and business investors. Culturally rich districts also

enhance competitiveness by attracting talent and businesses. Cultural heritage is also a factor in rural development, supporting tourism, community renewal, and farmstead conservation.

Synthesis and Relevance

The individual's role in society is likely to influence the decision to create new businesses, to act entrepreneurially and to live within the boundaries of the law. He believe that a country's culture can have a major role on how individuals behave and interrelate with other individuals and, ultimately, on human development. A countries culture may guide the behaviour of its members by providing them with a dominant logic and cultural differences can be an explanation as to why some nation exhibit higher levels of economic development and corruption than others (Silva & Moreira, 2016). According to Dyllick & Hockerts, 2002, we expect culture to influence the environment, the society and the economy, as there is evidence of the interdependencies between these variables and the acknowledgement that they are intertwined. As such, it is important to understand the basic cultural and economic factors that influence the human development nations.

Theoretical Frameworks

Inputs

The study objective is to know the impact of culture to the development of the Municipality of Mogpog, Marinduque

To know the importance of culture in the Municipality of Mogpog, Marinduque

The study aimed to recognize the individual effect of culture to the Mogpoguenos

Process

Create a online questionnaires and surveys via Google forms to distribute it easily.

Output

The Impact of Culture to the Development of the Municipality of Mogpog, Marinduque

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The researcher aims to recognized and appreciate the value of culture and its effects individually and to the community. It determine how culture helps for the development of Municipality of Mogpog, Marinduque.

Definition of terms

To further understand the study, the following terms are operationally defined;

Culture- culture can be defined as all the ways of life including arts, beliefs and institutions of a population those are passed down from generation to generation.

Development- is a process that creates growth, progress, positive change or the addition of physical, economic, environmental, social and demographic components.

Cultural Development- refers to the strategic planning and implementing of strategies to leverage the community's unique cultural assets for the economic and cultural benefit of the community as a whole.

CHAPTER III

METHODOLOGY

This chapter presents the research design, research locale, research population, research instrument, data gathering procedure and the ethnical consideration.

Research Design

The researcher employed the descriptive method using the normative survey to determine the important of culture to the development of the Municipality of Mogpog, Marinduque. This study utilized a descriptive quantitative approach which is very useful when researchers want to know regarding events, who were involved, what was involved and were did things take place. A qualitative method is the most appropriate inquiry method when a researcher seeks a deep understanding of a particular problem or issues. According to Stone (2018).

Research Locale

This study will be conducted at the area of Municipality of Mogpog, Marinduque. The respondents will be the persons who are living in the Mogpog, Marinduque.



Research Population

The population for this study will be held on the Mogpog, Marinduque and to the selected residents of Mogpog, Marinduque.

Research Instruments

The researcher will use a online survey questionnaire with the use of via goggle form as the main tool for gathering data.

Data Gathering Procedure

The researcher will determine the impact of culture to the development of the Municipality of Mogpog and its individual effects to Mogpoguenos. The researcher will be finding out the persons who are living in the area of Municipality of Mogpog.

The researcher will send or give a letter to the municipality of Mogpog to ask permission in conducting a study. Respondents will be requested to answer the questionnaires. The researcher will analyze and interpret the answer. After the analyzing and interpreting the answer of the respondents, the researcher will summarize it.

Ethnical Consideration

With respect to the respondent's privacy and compliance with data privacy act. The researcher makes sure that the personal information's of the respondents is safe and confidential. The researcher will undergo the process of complying with the necessary documents before and the data gathering. The researcher will strive honesty of the results, data and its procedures in all scientific communications.

**THE MORIONES LENTEN RITES OF MARINDUQUE :ITS IMPACT TO THE TOURISM INDUSTRY AND
CULTURE ON SANTA CRUZ MUNICIPALITY**

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A Thesis Presented to the

School of Business and Management

Marinduque State College

In Partial Fulfillment

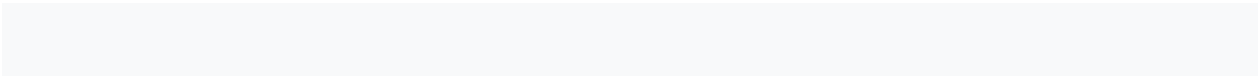
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Bachelor of Science in Tourism Management

by

Eunice Joy R. Madla

November 2021



CHAPTER 1

THE PROBLEM AND ITS BACKGROUND

INTRODUCTION

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The Moriones is a lenten rites held annually on Holy Week on the island of Marinduque, Philipines. It is considered as the most attended Lenten rites in the Philippines. The "Moriones" are men and women in costumes and masks replicating the garb of biblical Imperial and Royal Roman soldiers as interpreted by locals. The Moriones tradition has inspired the creation of other Lent in the Philippines where cultural practices is turned into street parade or festival.

The participants use morion masks to depict the Roman soldiers and Syrian mercenaries within the story of the Passion of the Christ. The mask was named after the 16th and 17th century Morion helmet. The Moriones refers to the masked and costumed penitents who march around the town for seven days searching for Longinus. Morions roam the streets in town from Holy Monday to Easter Sunday scaring the kids, or engaging in antics or surprises to draw attention. This is a folk-religious lenten rites that re-enacts the story of Saint Longinus, a Roman centurion who was blind in one eye. The Moriones is characterized by colorful Roman costumes, painted masks and helmets, and brightly colored tunics. The towns of Boac, Gasan, Santa Cruz, Buenavista and Mogpog in the island of Marinduque become one gigantic stage. The observances form part of the Lenten celebrations of Marinduque. The various towns also hold the unique tradition of the pabasa or the recitation of Christ's passion in verse. Then at three o'clock on Good Friday afternoon, the Santo Sepulcro is observed, whereby old women exchange verses based on the Bible as they stand in wake of the dead Christ. One of the highlights of this Lenten celebration is the Via Crucis. A re-enactment of the suffering of Christ on his way to the calvary. Men inflict suffering upon themselves by whipping their backs, carrying a wooden cross and sometimes even crucifixion. They see this act as their form of atonement for their sins. This weeklong celebration starts on Holy Monday and ends on Easter Sunday.

Moriones was concocted by the media in the 1960s, but local inhabitants have kept the original term as Moryonan. Many practitioners are farmers and fishermen that engage in this age-old tradition as a vow of penance or thanksgiving. Legend has it that Longinus pierced the side of the crucified Christ. The blood that spurted forth touched his blind eye and fully restored his sight. This miracle converted Longinus to Christianity and earned the ire of his fellow centurions. The re-enactment reaches its climax when Longinus is caught and beheaded.

Traditional activities such as Lenten rites, festivals, religious activities, and other festivities with the association of the culture that they have are held in every part of the world. Its goal is to increase people's awareness of their culture and to reinforce their views. It is indisputable that a destination's culture attracts visitors, some of whom engage, watch, socialize, and observe.

Such culture contributes greatly to tourism and is even more known as a result of impact to tourism industry and Culture for the cultural activities.

This study is focused on how Moriones Festival affects the tourism industry and the culture of the residents and some tourism industry in Santta Cruz, Marinduque.

STATEMENT OF THE PROBLEM

This study aims to discuss the impacts of Moriones Festival to the municipality of Sta Cruz Marinduque Specifically, it aims to answer the following:

1. What is the profile of the respondents in terms of:
 - a. Age;
 - b. Gender;
 - c. Religion?

2. What is the assessment of Moriones Lenten rites in terms of:

2.1 Economic;

2.2 Political;

2.3 Socio cultural

3. What are the significant difference if Moriones Lenten rites?

SIGNIFICANCE OF THE STUDY

This study will be beneficial to the following:

To the Tourist: to rejoice and experience the moment and occasion, and also it is an important role to add structure to our lives and connect us with our religion and background.

Local Government Unit of Santa Cruz: It could be a basis on the implementation of various activities in the municipality that will enhance the tourism industry.

Municipal Tourism Coordinator: It could help improve the lenten activities that will inculcate the culture to everyone in the community.

Principals and Teachers: It could help them to guide and encourage their students to participate in the lent to let them feel the essence of the celebration.

Youth: It could help them understand more their culture.

Future Researchers: It could help them as a frame for a new or future study that may have relation with the topic.

SCOPE AND DELIMITATION

This study will be conducted in the selected Municipality of Santa Cruz Marinduque. It is concerned with the impacts of Moriones lenten rites in their tourism industry and Culture. It was limited to tourism industry and culture only; it was delimited to the economy and other industry. The respondents were chosen from some owners of a tourism industry, random people from the municipality who participated actively in the said festival, religious and non religious people on the municipality of Santa Cruz Marinduque.

TITLE: THE MORIONES LENTEN RITES OF MARINDUQUE :ITS IMPACT TO THE TOURISM INDUSTRY AND CULTURE ON SANTA CRUZ MUNICIPALITY

Chapter II

REVIEW OF RELATED LITERATURE

This chapter shows the different related articles and studies which were found in different libraries, magazines, and books. It also seeks additional information from different websites. The related studies are created by the researcher who is knowledgeable in her particular line of work.

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FOREIGN STUDIES

Hsiao-HsienLin (2021) Cultural tourism has gradually become an important source of income for the tourism industry. It is also a tourism asset that countries are investing in and developing one after another. Sites, architecture, art, festivals, religions, pilgrimages, etc., cultural relics or behaviors that can be remembered can be called cultural tourism resources. However, general tourism resources will gradually be consumed due to the time and degree of use and maintenance cost is required. However, religious beliefs and culture will not be exploited and consumed for development purposes, resulting in the exploitation or depletion of cultural resources that are increasingly impure. Instead, because of the uniqueness of local religious beliefs and culture, they are recognized by the public and attract more believers to worship them which in turn adds to the mystery of local culture and makes local religious beliefs and culture more valued and preserved by the public. It can be seen that religious cultural tourism resources are sustainable and have considerable potential for improving the current situation of rural development.

Buultjens, Gale & White, (2010) Cultural tourism is “movements of persons for essentially cultural motivations such as study tours, performing arts and cultural tours, travel to festivals and religious events and other cultural events, visits to sites and monuments, travel to study nature, folklore or art, and pilgrimages.” They expand this definition to encompass the participation of visitors in cultural activities whether those activities are the primary purpose of their travel or not. (United Nations World Tourism Organization). Cultural tourism has long been seen as benefitting both fields, by providing support for culture and generating attractions for tourism. But there are real questions about the extent to which such synergies are being realized, and also whether culture and tourism can actively harm one another. Okumus, Avci, Kilic & Walls, (2012). The dynamism of cultural tourism also makes it likely that many new research avenues will open up in future. One of the biggest challenges will be to chart the rapidly changing meanings and interpretations of the term ‘culture’, which in turn has significant implications for the definition of cultural tourism.

Chen (2011) on his study “Residents’ Perceptions of the Impact of Major Annual Tourism Events in Macao: Cluster Analysis” suggested that similar studies should be carried out every year to monitor residents’ perceptions of the development of event tourism in Macao. Further, a comparison of these findings with those obtained in the other two major tourism sectors in Macao, namely gaming tourism and heritage tourism, should give the local government a clearer understanding of how local residents perceive each of the three main sectors overall.

Kulkarni and Bhopatkar (2013) showed that festivals and other religious activities have contributed to the development of cultural tourism. It attracted culture tourists to local community events to promote cultural exchanges between tourists and residents. Tourism religious activities have major effects on the local economy directly and indirectly that the spending by visitors on local goods and services by event-tourist had a direct economic impact on local businesses and also passed the benefit more widely across the

economy and the community. The study also found that local transport, hotels, restaurants, small shopkeepers, hawkers got profit during the period of festival. Number of visitors was increasing year by year which affected the local economy. The tourists and visitors spent money within the community, enhanced the local economy and supporting restaurants, hotels and other tourism-related businesses.

Xu (2014) stipulated that "Today, with the development of economic globalization and China's market economy, people liberated their thought, provided conditions for western culture merging into our society. Some western festivals have become popular among the new generation in China. This acceptance of the western culture and traditional festivals reflected the fusion of the Chinese and western cultures. Chinese traditional festivals are the soul of national spirit and the epitome of Chinese ancient civilization. We should change the ignorant customs and maintain the excellent ones which can embody national features. The precondition of learning foreign culture is to get a good knowledge of our own national culture. In cross cultural communication, we should not have blind faith in foreign things and ignore national dignity, and we should prevent the culture erosion phenomenon when communicating with westerners".

LOCAL STUDIES

Peter Bräunlein (2009) The Philippines are the only predominantly Christian nation in Southeast Asia. The tradition of the passion of Christ is supposed to be the centre of Philippine religiousness and the fascination with the suffering, battered and dead Christ can be regarded as a characteristic feature of Philippine lowland society. The most spectacular expressions of the so-called Philippine 'Calvary Catholicism' are flagellation and crucifixion. In 1996–1998, the author studied Philippine passion rituals in the village of Kapitangan. During the Holy Week, thousands of people mostly from Manila visit the church and observe the spectacle of ritual crucifixions on Good Friday in the churchyard. In Kapitangan, mostly women are nailed to the cross, which is, however, is not an act of volition. They act under directions 'from above', possessed by Sto. Niño or Jesus Nazareno. All of them are (faith-)healers. All of them are founders of a religious movement. In this article, the author uses Ernst Troeltsch's typology — church, sect, mysticism — as a tool to raise questions about ritual crucifixion as a focus of community and collective identity formation, both on the local and national level of society. Troeltsch's typology sheds light on the delicate relation between the Philippine 'official' church and practices of the so-called 'folk-Catholicism'. It illuminates motives and aims of the healers, who are called 'new mystics' by some scholars, and the sense of belonging of their followers. It also reveals discourses of consent and dissent among the spectators and general public, provoked by that literal re-enactment of Jesus' death.

Sam (2015) believed that "Lent rites and religious activities are one of the main reasons why it is more fun and incredible to visit and stay in the Philippines. Philippine are huge cultural celebrations that attract both local and foreign tourists due to its colorful and religious nature. Lenten rites are usually celebrated on the Holly week as determined by the Catholic calendar".

Tan (2009) identified that "Most Lenten rites in Philippines are religious in origin, but nowadays the religious component is usually secondary to the general spirit of celebration. Philippines has dozens of festivals and most towns have their own in addition to the national ones. Filipino hospitality is legendary and at no time is it more in evidence than at festival time".

Austero (2009) exposed that "Our fiestas reflect who and what we are as a people. Everything about us finds expression in the way we celebrate our fiestas, even the state of our community spirit. The value of bayanihan may be dead in other aspects of our life as a people, but it's there left, right and center stage in a fiesta. Our inherent creativity, our natural artistry, even our flair for the superficial at the expense of substance all these converge in that annual tradition that is the Philippine fiesta".

Aquino (2015) explained that □ Religious activities in the Philippines are held to celebrate a patron saint (the Philippines is the only majority, Christian country in Southeast Asia) or to mark the passage of the seasons, depending on which part of the country you are in. The sole exception is Christmas, where the whole country breaks out in celebrations that can begin long before December. The roots of Philippine lents go back even further - back to before the Spanish conquistadores arrived in the 1500s□.

SYNTHESIS AND RELEVANCE

The above studies are related to the present study as the notion of this research to as they described Lenten rites as a method of providing publicity for the host town celebrating the religious activities. They also emphasized that religious activities attracted more tourists or visitors that allowed everyone even the locals to determine the contribution of these celebrations to cultural tourism. Most cities or province were using these to improve the tourism industry and at the same time to enrich the culture. These events helped also to open the doors for more revenue. They generated more income for the locals. Even restaurants, hotels and other business establishments increased their sales because of the events hosted by a certain town. They agreed that Lenten rites nad oyher religious activities give way to a more progressive tourism industry. They are similar in the subject of the study which is the lenten rites as a religious activity and their impacts, merely to the tourism industry and culture. However, some studies revealed that there must have an improvement or some changes of Religious rites.. Reconfiguration was needed to deepen more the understanding of the people about them as part of their culture. Their studies differed from the present study on the venue, the locale, methods used by the researcher, the respondents and also on the scope.

CONCEPTUAL FRAMEWORK

The figure shows the input, process and output used by the researcher. The input is the Moriones Lenten rites (impact to tourism industry and culture).

DEFINITION OF TERMS

Lenten Rites: is an annual Holy Week re-enactment of the Passion and death of Christ. ... In the Catholic faith, Jesus Christ's image on the cross is a powerful symbol of the ultimate sacrifice. It represents the Lord's biggest sacrifice for all humanity – the death of his son.

Events - a thing that happens, especially one of importance.

Moriones - Lenten activity held annually on Holy Week on the island of Marinduque, Philippines. The "Moriones" are men and women in costumes and masks replicating the garb of biblical Imperial and Royal Roman soldiers as interpreted by locals.

Tourism Industry - The total of all businesses that directly provide goods or services to facilitate business, pleasure and leisure activities away from the home environment.

Culture - The customs, arts, social institutions, and achievements of a particular nation, people, or other social group.

Religious activities - practices may include rituals, sermons, commemoration or veneration (of deities and/or saints), sacrifices, festivals, feasts, trances, initiations, funerary services, matrimonial services, meditation, prayer, music, art, dance, public service, or other aspects of human culture.

Cultural Tourism - Type of tourism that allows the tourist to participate in local cultural activities, like festivals and rituals.

TITLE: THE MORIONES LENTEN RITES OF MARINDUQUE :ITS IMPACT TO THE TOURISM INDUSTRY AND CULTURE ON SANTA CRUZ MUNICIPALITY

CHAPTER III

METHODOLOGY

This chapter presents the method that will be used in the research, research design, research locale, research population, research instrument, data gathering procedure, and ethical consideration.

RESEARCH DESIGN

A descriptive approach will be choosed as the research method for this study in order to determine the Impact of Moriones Lenten rites to the Tourism Industry and Culture of Marinduque.

Qualitative Descriptive method of research will be use to identify the present conditions and point to present needs, to study immediate status of a phenomenon, to find facts, and to examine the relationships of traits and characteristics.

RESEARCH LOCALE

The researcher will conduct her study in the selected Municipality which is the Municipality of Santa Cruz Province of Marinduque as her research locale.



RESEARCH POPULATION

To provide qualitative data, 40 participants were interviewed, 5 staffs of Tourism Organization of the municipality, 5 Owners of tourism establishment, 20 religious and non religious residents, and 10 participated actively in the said festival.

RESEARCH INSTRUMENT

Questionnaire and Interview will be utilized by the researcher to gather data needed for the study. The questionnaire is divided into three parts: Part I dealt with the respondent's profile used to obtain basic information for the analysis of the problem, Part II was the assessment of Moriones Lenten rites in terms economic, political and socio cultural

Part III was the significant difference Interview will be used also to gather basic information about the historical background and the origin of the Moriones Festival.

DATA GATHERING PROCEDURE

The researcher will request to the respondents to answer the questionnaire. The researcher then will analyze and interpret the answer. From thorough readings, the researcher will come up with a questionnaire. The researcher will personally conduct the survey and ensured that all questionnaires were retrieved. The data that will be gather will be analyzed by the researcher.

ETHICAL CONSIDERATION

With respect to the respondent's privacy and compliance with data privacy act the researcher make sure that the personal information of respondents is safe and confidential. The researcher will go through the process of complying with the required documentation before proceeding and with the data collection procedure.

**Importance of conducting cultural mapping on the selected Tourist Spots
in Municipality of Buenavista, Marinduque**

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A Thesis Presented to the

School of Business and Management

Marinduque State College

In Partial Fulfillment

Of the Requirements for the Degree

Bachelor of Science in Tourism Management

CARYLLE ANNE DE BELEN

November 2021

ABSTRACT

De Belen Carylle Anne C. November 2021 **“Importance of conducting cultural mapping on the selected tourist spots in the Municipality of Buenavista, Marinduque”**. A.Y 2021-2022

Bachelor of Science in Tourism Management, Marinduque State College.

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Adviser: **Dr. Randy Nobleza**

Cultural mapping is one of the important in tourism industry. It is essential to understand the factors that influence perceptions of places, paying particular attention to personal and community's interpretations of culture. The way of process is to helps communities to recognize, protect, celebrate, and supports cultural diversity for it's economic, social and in the regional development.

This study aimed to determine the Importance of conducting cultural mapping on the selected tourist spots in the municipality of Buenavista Marinduque. Specifically, it sought to answer the following research questions: 1) the status of cultural mapping in the municipality of Buenavista Marinduque. 2) The importance of cultural mapping in the municipality of Buenavista Marinduque. 3) The interventions that may possible apply after conducting cultural mapping on the selected tourist spots in the Municipality of Buenavista Marinduque.

CHAPTER I

THE PROBLEM AND ITS BACKGROUND

This chapter presents the background of the study, statement of the problem, significance of the study, scope and delimitation of the study.

Background of the study

Cultural mapping is an emerging interdisciplinary field in which a range of perspectives are used as a mode of inquiry and a methodological tool in urban planning, cultural sustainability, and community development that makes visible the ways of local stories, practices, the relationships

between the people ,memories, and rituals constitute places as meaningful locations. It describe in the use of the research methods, tools, and techniques to identify, describe, portray, promote a process that respects the cultural ecosystem and plan future to use for particular regions' or cities' that combined cultural assets and it resources.

It provides an integrated picture of the cultural character, significance, and workings of a place in order to help the communities to recognize, celebrate, and support cultural diversity for economic, social and regional development. Cultural mapping has been recognized by UNESCO as a crucial tool and technique in preserving the world's intangible and tangible cultural assets. It encompasses a wide range of techniques and activities from community based participatory data collection and management to sophisticated mapping using GIS (Geographic Information Systems. To essential understand the factors that influence perceptions of places, paying particular attention to personal and community interpretations of culture.

Therefore, it is used in both literal and metaphorical sense, where it goes beyond strict cartography to include not only land, but also other cultural resources and information recorded by alternative techniques. The themes are wide and varied diverse resources include the Anthropological, Sociological, and Archaeological Genealogical egoistic Topographic Musicological Botanical.

According to CAO Xing-ping Tourism Tribune / Lvyou Xuekan (2012). Cultural mapping is widely used as a communication tool in indigenous communities around the world, and it is an important tool and method to cultural resource management and tourism planning overseas. However, there is a lack of relevant research in China. Cultural rural tourism research is particularly important and urgent as an alternative choice to traditional agricultural economy, and to the remote rural communities which have their own special traditions, cultural heritages, arts, life styles and values from generation to generation of relevant cases in

cultural resources management. This method is applied into cultural rural tourism product planning and the management, even to cultural resources management of the local communities.

Statement of the Problem

This study aimed to determine the importance of conducting cultural mapping on the Selected Tourist Spots in Municipality of Buenavista, Marinduque.

Specifically, it sought to answer the following research questions:

- 1.** What is the status of cultural mapping in the Municipality of Buenavista Marinduque?
- 2.** How cultural mapping is important to Municipality of Buenavista Marinduque?
- 3.** What are the interventions that may possible apply after conducting cultural mapping in the selected Tourist spots in the Municipality of Buenavista Marinduque?

Significance of the Study

The result of this study is deemed beneficial to the following entities:

Municipality of Buenavista The result of this study helps the municipality of Buenavista after conducting cultural mapping on the selected tourist spots in Buenavista Marinduque.

Community they have the ability of knowledge about information's and the situations of the Selected Tourist Spots in Buenavista Marinduque. Tourist Spots in Buenavista Marinduque may helps the local tourism industry not just in promoting but also become aware of the importance of having the cultural mapping in the local tourist destinations.

Tourism Students should provide knowledge and comprehensive understanding about various successes on conducting the cultural mapping in the Selected Tourist Spots in the Municipality of Buenavista Marinduque.

Future Researchers, this study may serve as guide for future studies.

Scope and Delimitation

This study is a comprehensive to the selected tourist spots in Buenavista Marinduque to conduct cultural mapping in the Municipality of Buenavista. This study is to know how cultural mapping is important not just for the destinations but also in the tourism industry.

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter presents the local studies, foreign studies, synthesis and relevance, theoretical frameworks and definitions of terms.

Local Studies

In **Virtual Tertulyang Pamana**, according to the speaker (**Chienevieve Piguerra**)

Discussed the Status of Cultural Mapping in the municipality of Buenavista Marinduque.

From June to October (2018), The Local Mapping Team held training at the municipality of Buenavista and Mogpog, Marinduque. After a few months, there has been a follow-up visit in the municipality of Buenavista and Mogpog, Marinduque.

The status of the cultural mapping in the municipality of Buenavista, Marinduque **Chienevieve Piguerra**, the speaker, discussed the recorded status of cultural mapping. Firstly is the intangible cultural heritage. This is the target item for the cultural mapping in the municipality of Buenavista Marinduque. The **cuisines** consist of **(20)** these are the following which are the **“Tutong, Pinaltok, Bukayo, Atsara, Sinokmani et Al. “**

“The Folk Dance called Lulay.” **Traditional Games** in Buenavista Marinduque are the following which are **“The Piko, Sikwit, Sipa, and kadang –kadang.**

“The Buenavista Marinduque **beliefs** consist of **(13)** which are the following: (**“Wag mag walis Kung may patay”, “Huwag pumitas ng mga bagay na buwigan et Al.)** Performed the Social Practices in Buenavista Marinduque. **The Oral Traditions** are the following which are **“The**

Pasyon at Padasal sa Patay 9 days siyaman, 40 days kwarenta Dias 1 year taon babang luksa.

“The Knowledge & Practices concerning nature which includes the **“Tandok, Gahoy, Saklab et Al.** Flora and fauna. The **Flora** consists of **(41)** that can be seen in the municipality of Buenavista Marinduque these are the following: **“Pandan, Pineapple, Peanut, Corn, Latoy, and Coconut et Al.** In **Fauna** the following are **“Tuko, Pugo, Aso, Baka, Kambing, et Al.** The **cultural institutions** are the following: **“Buenavista National High School, Victoria’s College, Holy Child Parochial School, et Al.**

Lastly in **Intangible** are the **monuments and markets.** Next will be the **Tangible** which is the **Araro.** It is used **“pag sasaha.”** Next to the last item will be the **household items** which consists of **(248)** items but **(38)** items only considered accomplished in the Municipality of Buenavista, Marinduque. These are the following which are **"The Old tables, Old Bed, Bahay Unan, Gulong ng unang Kalesa et Al.** From the data gathered in the cultural Mapping in the municipality of Buenavista Marinduque there was what we now call the

"Buenavista Coffee Table Book".
Foreign Studies

Cultural Mapping

Raquel Freitas (2016) discovered that cultural mapping has the potential that can be used as a development tools. She stated that it is importance to explores the challenges of it dimensional analysis model that characterized the (2) ideal types of approach in cultural mapping. It is help to

develop the cultural mapping to be one of the dominated of the measures in the terms of economic growth. Cultural Mapping considers between the (2) the culture and society.

According to Stewart (2007) He specify that cultural mapping is an practical uses called the “process of analyzing, recording, synthesizing, information and collecting in order to describe the cultural networks, the resources, patterns and links of usage of the chosen group or in the community. His perspective stated that cultural mapping is regarded as systematic tools that involve the communities recording and identification to the local assets. His knowledge informs the planning process and its collective strategies. He explains that assets are importance to the communities in the term of energy of cultural identity and the quality of life in sense of the place.

Cultural Mapping Policy

Maria Langdon (1994) Defines that cultural mapping is viewed as a follow activity by the communities and society in interesting groups that identifies and recording the areas of the indigenous resources and its cultural practices. She identifies the value of cultural places that can prepare the foundation for the strategies and plans in the areas included the cultural tourism, the eco tourism, the thematic architecture planning and cultural industries development.

Benneth and Mercer stated that cultural mapping is more than methodology. They defined that instead of approach to research make it called as transformed cultural terrain it focused on the responding to the new urgent and integrally connected in all over in issues in the global cultural and communication economy which it requires to broader the purview of the place of the local

cultural resources that context for both in recognizing and enhancing the cultural mapping to the relationship between in the local and the global.

Inquiry and Expression to understand the place

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Abby Suckled and Seetha Raghuphathy stated how cultural mapping is creative to the situation and its purposes. Their method forms in social practice is a process of combining presentation to connect as a series of the issues that based on artistic, academic, and the social planning events. The public engagement is about dedication to exchange in social changes and community empowerment. They speak about cultural mapping as the empowerment vehicle for the social understanding and to actions. They identify and review the recent history, social and cultural issue that affects included the individual buildings, urban, roadways and built environment. They explain that all of this engages is focused on the communities by describing the stories in that place and listening to the people who talked about their experiences.

Regarding to the cultural mapping it focused about the tangible and intangible. It inform the plans of protect and the preservations that is able to encounter in the world. Cultural mapping to become part of the communities' indicator to inscribe elements of a new future. David Gauntlett (2014).

According to Barton Hamilton and Ivanac (2000) Cultural mapping represent the form of understanding of its references, objects, and its contexts. They believe that cultural mapping gives motivations in preserving and protecting. Cultural mapping aims to recognize and make it visible in the ways such as local stories, the practices, the relationships, the memories, and the ritual constitutions of the places and meaningful locations.

Synthesis and Relevance

Cultural mapping represent the form of understanding of its references, objects, and its contexts. Cultural mapping gives motivations in preserving and protecting. It aims to recognize and make it visible in the ways such as local stories, the practices, the relationships, the memories, the ritual constitutions of the places and its meaningful locations. Barton Hamilton and Ivanac (2000).

Theoretical Frameworks

Inputs

- ♣ The study objective is to appreciate the value of the various cultural resources of the community in the municipality Buenavista Marinduque.
- ♣ To apply the different tools and methods for gathering, classifying and analyzing local cultural data and information's.
- ♣ The study aimed to recognize and give motivations when it comes in promoting, protecting and preserving.

Process

- ♣ Create a questionnaires and surveys via goggle forms to distribute it

easily. **Output**

- ♣ Importance of conducting cultural mapping on the selected tourism spots in Municipality of Buenavista Marinduque.

The researcher aims to recognized and appreciate the value of the various cultural resources of the communities in the municipality Buenavista Marinduque. How if it is able to apply the different tools and methods for the classifying, analyzing, gathering information especially in preserving, protecting and promoting.

Definition of terms

To further understand the study, the following terms are operationally defined

Cultural Mapping – this refers is to help the communities to recognize, preserve and promote the cultural heritage on the intangible and tangible assets in the selected tourist spots in the municipality of Buenavista, Marinduque.

Flora and Fauna – these intangible assets consists of (41) that can be seen in the municipality of Buenavista Marinduque these are the following: “Pandan, Pineapple, Peanut, Corn, Latoy, and Coconut et AL.

Intangible- unable to be touched or grasped; not having physical presence. **Tangible** -a thing that is perceptible by touch.

Cultural institutions - it is the collective, mutual shaping patterns of norms, values, practices, beliefs and assumptions that guide the behaviour of individuals and groups.

CHAPTER III

METHODOLOGY

This chapter presents the research design, research locale, research population, research instrument, data gathering procedure and the ethnical consideration.

Research Design

The researcher employed the descriptive method using the normative survey to determine the importance of conducting cultural mapping on the selected tourist spots in the Municipality of Buenavista Marinduque. This study utilized a descriptive quantitative approach. A qualitative method is the most appropriate inquiry method when a researcher seeks a deep understanding of a particular problem or issues. According to Stone (2018).

Research Locale

This study will be conducted at the area in the selected tourist spots and in the Municipality of Buenavista Marinduque. The respondents will be the persons who are taking care of the selected tourist spots, the tourism officers of the Marinduque, the LGU Mappers and The Training Local Team of the municipality of Buenavista Marinduque.



Figure 2. Map of Poblacion, Buenavista
Research Population

The population for this study will be held on the Poblacion, Buenavista and to the selected tourist spots in the Municipality of Buenavista, Marinduque.

Research Instruments

The researcher will use survey questionnaire with use of via goggle form as the main tool for gathering data.

Data Gathering Procedure

The researcher will determine the (5) selected tourist spots in the Municipality of Buenavista, Marinduque which are the followings: “The Malbog Sulfuric Hot Spring, Curba Farm Resorts, Marinduque Hot Spring, Haynon and Sihi Camp site. The researcher will be finding out the persons who are taking care of it.

The researcher will give a letter to the barrangays that involves on the selected tourist spots in the Municipality of Buenavista, Marinduque to ask permission in conducting a study. Respondents will be requested to answer the questionnaires. The researcher will analyze and interpret the answer. After the analyzing and interpreting the answer of the respondents, the researcher will summarize it.

Ethnical Consideration

With respect to the respondent’s privacy and compliance with data privacy act. The researcher makes sure that the personal information’s of the respondents is safe and confidential. The researcher will undergo the process of complying with the necessary documents before and the

data gathering. The researcher will strive honesty of the results, data and its procedures in all scientific communications.

**SUSTAINABILITY CONSERVATION OF
ANCESTRAL HOUSES IN BOAC, MARINDUQUE:
LOCAL GOVERNMENT PERSPECTIVE**

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An undergraduate Thesis
Presented to the Faculty of
Institute of Accountancy, Business Administration and Tourism Management

In Partial Fulfillment
Of the requirements for the Degree of
Bachelor of Science in Tourism Management

By

DIZELLE MAE B. ESPLANA

November 2021

ABSTRACT

This study is about Sustainability conservation of ancestral houses in Murallion, Boac, Marinduque. The Capitol of Boac, Marinduque, had plotted all the ancestral houses in town. The location of island detached from mainland Luzon, influenced their character and form. The architectural element uniquely form the island. The center of the old town appears as it was 100 years ago. The concentration of ancestral houses in town of boac is fascinating. Boac is an anomaly, the old houses are not only preserved but are still occupied by families, shops and businesses. In some cases, the "silongs" are rented for business while the families who own the house live upstairs. Some Ancestral house are in a bad shape. Like the case of one of the most historic houses in Boac. It's an outstanding bahay-na-bato, the biggest, the grandest and the only one with a generous yard in town Ancestral houses of the Philippines or Heritage Houses are homes owned and preserved by the same family for several generations as part of the Filipino family culture. The most common ones are the "Bahay na Bato". This study used quantitative study used descriptive method. Quantitative research methods are design in a manner that helps reveal the perception of a target audience with reference to a particular topic. The main focus of the study is to determine the sustainability conservation of ancestral houses in Murallion, Boac, Marinduque. The Researcher used the respondents from Murallion, Boac, Marinduque. This method included the collection of data, tallying the response of the respondents, analysis and interpretation. The researcher used questionnaire as the main tool for gathering data.

CHAPTER 1

INTRODUCTION

BACKGROUND OF THE STUDY

The Capitol of Boac, Marinduque, had plotted all the ancestral houses in town. The Capitol building, had been restored after the WWII by funds coming from America. It's a great example of American architecture that brings to mind the neoclassical buildings in Manila. Observing the slight differences on how houses were planned and constructed. While considering of these as Bahay na bato. The location of island detached from mainland Luzon, influenced their

character and form. Like an animal restrained in an island that naturally evolve to environment. Arnaldo, (2014). The architectural element uniquely form the island.

The center of the old town appears as it was 100 years ago. Those are what they appreciated most about Boac. The people did the work in conserving their heritage, it tells us how proud they are of their past. The Spanish carcel (now a National Museum branch), the plaza and the old presidencia (municipio) all standing opposite a modern basketball court. The concentration of ancestral houses in town of Boac is fascinating. Boac is an anomaly, the old houses are not only preserved but are still occupied by families, shops and businesses. In some cases, the “*silongs*” are rented for business while the families who own the house live upstairs.

Some Ancestral house are in a bad shape. Like the case of one of the most historic houses in Boac. The NHI most known as *Maharlikang Tahan ni Kapitan Piroco*. It was once a school but before it was the house of the wealthy community leader. It has abandoned and left to rot. It’s an outstanding bahay-na-bato, the biggest, the grandest and the only one with a generous yard in town.

Ancestral houses of the Philippines or Heritage Houses are homes owned and preserved by the same family for several generations as part of the Filipino family culture. It corresponds to long tradition by Filipino people of venerating Ancestors and Elders. Houses could be a simple house to a mansion. The most common ones are the "Bahay na Bato". Also characterized by its massive red hardwood flooring, a balaustre and an azotea of Spanish and Chinese influence. Its design included capiz-shelled sliding windows and stained glass walls. It also cited that “the house is distinct for its historical and artistic values and today is an example of architecture from the early years of the twentieth century in Boac, Marinduque”. Some Ancestral Houses had become points of interest or museums in Municipality of Boac, Marinduque, because of its cultural, architectural and historical significance. These houses that are deemed of significant importance to the Filipino culture are declared Heritage Houses by the **National Historical**

Vision: An advanced and adaptive university pursuing quality education, lifelong gender-sensitive learning environment, responsive research-based community programs and transparent governance with sustainable resource generation by 2025. **Mission:** To provide excellence in instruction, research, extension and production that magnifies W.I.S.D.O.M. in leadership through Total Quality Management System responsive to the challenges of the 21st century education.

Commission of the Philippines (NHCP), previously known as the **National Historical Institute (NHI)** of the Philippines.

According to Hines Mark, (2006) ‘Conservation in the Age of Sustainability.’ Sustainability is about more than just energy consumption and perhaps the key challenge with these buildings is finding ways to keep them in use. On the other hand, there is a vast stock of unlisted 19th and 20th century buildings that quietly contributes to the character of our towns and cities. These

buildings may be less architecturally significant than those that are listed, but they also offer greater scope for reuse and environmental upgrading. Making the best use of this excellent, if undervalued, resource means adapting these older buildings to the demands of modern use, balancing in the process a sensitive and informed appreciation of original fabric with an inventive approach to design. Heritage buildings tend to be inherently environmentally sustainable, with high levels of embodied energy. Buildings from pre-industrial periods are likely to contain more natural, low-energy, less chemical-based material. However, they predate concerns about energy and water use, so this may be high. Opportunities do exist to optimize water and energy use in heritage buildings. Many older buildings were designed and built to work with local climate.

Preservation reduces landfill waste, demolition energy use and new construction. Adaptive re-use concepts, renovations for less energy use, maintenance and type of use also affect heritage building sustainability. Applying circular economy principles to renovations can improve sustainability. Combining energy and material use, quality and adaptability, sustainability can be discussed and the integral sustainability of heritage buildings measured. They caught the attention of the researchers and one of the usual recommendation is that innovation in architecture is with no doubt extremely important, however, preserving the old buildings is also important because of the reflection of our history that help us to understand and respect those people who lived in different eras with different habits and tradition. The existence of this will lead us to observe the changes in the societies in able us to understand the development of the cities, societies and even traditions in the current status.

Based on *"Conservation of Architectural Heritage Regeneration Management"* Sustainable conservation is the process of maintaining the heritage buildings and elements while seeking to extend and prolong their existence or to keep them as monuments of humanity's built heritage which dates back to earlier times, with the development of concepts in the field of conservation. This concept was shifted gradually in to sustainable conservation which includes the process of maintaining and preserving the establishment along with taking into consideration the realization of its values, relation to its urban fabric and the characteristics of the society where it is located and its connectedness to it. The conservation process developed and turned from being a group of reflexive interactive processes focusing on avoiding any change in the historical structure, into adaptable flexible processes which contribute in helping the society to understand and recognize its historical environment thus to control and manage the process of transformation and change in the best available way. This study focused on the process of maintaining sustainability conservation of ancestral houses, including how the heritage influences

Marinduqueños. The characteristics have constructed of wood, and are built on planks and bamboo, raised high from the ground on large logs, in our society, Also the significance and the goal of protecting monumental or individual buildings. The target location is Murallion, Boac, Marinduque.

STATEMENT OF THE PROBLEM

This study focuses on the Sustainability and Conservation of Ancestral Houses in Boac, Marinduque; Local Government Perspective.

This study seeks to answer the following questions.

1. What is the demographic profile of the respondents in terms of;
 - 1.1 Background Information
 - 1.2 Description
 - 1.3 Stories Associated with Structure
 - 1.4 Significance
2. How does the heritage influence Marinduqueños?

SIGNIFICANCE OF THE STUDY

In the study, the researchers aimed to promote the importance of protecting monumental or individual historic buildings; the process of maintaining sustainable conservation of ancestral houses. To make them understand the benefits of old building in our society. To facilitate the opportunity to involve us visiting the areas in order to learn, to study, or to carry out activities environmentally friendly.

SCOPE AND THE LIMITATION

This study focused on the sustainability conservation of Ancestral houses in Boac; Local government perspective. This study was conducted at Murallion, Boac, Marinduque. The researcher use owners of the ancestral house as a respondents. Questionnaire were used during data gathering.

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CHAPTER II

This chapter introduces the relevant literature and research gained from reading about research-related and topics. These related literature and research provided better insights into the current research flow to make this research more substantive

REVIEW OF RELATED LITERATURE

FOREIGN STUDIES

According to the study of **Nocca (2017)**. The concept of sustainable development has been the main topic of many international conferences. It dates back to 1970s, when the awareness of the risk of the natural systems' collapse began to spread as a consequence of the traditional development associated exclusively to the economic growth. Only considering economic development is no longer sufficient, as such more attention began to be focused on environmental and social issues.

Based on **Brundtland Report (1987)**. It defines sustainability as “a process aimed at achieving environmental, economic and social improvement, both locally and globally, or a state that can be maintained at a certain level indefinitely. This process binds in a relationship of interdependence, the protection and enhancement of natural resources to the economic, social, in order to meet the needs of the present generation, without compromising the ability of future generations to meet their own needs. So it is contradictory with the corruption of legacy and normal assets, but moreover with the infringement of human nobility and human flexibility, with destitution and financial decay, with the need of acknowledgment of the rights and rise to opportunities”. Concurring to this definition, the concept of supportability is associated to the compatibility between the financial advancement and natural security. Besides, it emphasizes the part of improvement to guarantee the fulfillment of the show generation's needs, without compromising, at the same time, the plausibility of future eras to realize them (intergenerational duty within the utilize of assets). This perspective recalls the need to combine the three of the elemental measurements of advancement: natural, financial, and social measurement. It implies to operationalize economic advancement (through an activity arrange) have been examined amid the Joined together Countries Conference on Environment and Advancement, held in Janeiro **(1992) Earth Summit**.

According to the study of **Abruzzese, Greco and Miccoli, (2017)**. The civilization of communication has now reached these remote valleys and has triggered a process of individualization and modernization that has not only put an end to the millenary history of this culture but has even started slowly to destroy it. The one-family dwellings built around the big earth buildings,

originally copying the old forms using local materials, are now rapidly becoming anonymous houses made with industrially produced materials. Fortunately, thanks to some systematic studies in recent years, the value of these buildings is now widely recognized and they are now starting to be protected.

In March 2001 the Ministry of Culture published the first official document for the improvement and protection of the Fujian earth buildings, defining eleven sites with varying levels of protection. Over the last three years, this protection has led to interventions with positive outcomes, although some ambitious schemes for opening up this heritage to tourism have unhappily caused further deterioration. To achieve a really sustainable and innovative protection that could also become a model for the future, there has to be a total inversion of trend, not only with regards to protection and publicizing but also for tourism development. Resources and interventions should aim simply at providing the locals with better living conditions while preserving their traditions and distinctive features. The big earth houses should not become "museums" but simply places for communicating a millenary construction technique and at the same time emphasizing the relevance of an "popular and economic architecture" that is ecological and really respects the environment.

Social legacy is the theoretical and substantial characteristics of a general public, including the regular legacy that are acquired from past ages, saved in the present and allowed for the following ages. These days we consider the social legacy as a world legacy having a place with every one individuals of the world, regardless on which region they are found. Social legacy is an extension among populace and financial hotspot for feasible turn of events. Assuming we need nearby and worldwide local area and people in the future to profit from the social legacy, this should be safeguarded appropriately. Natural, socio-political, efficient and furthermore protection perspectives should be thought about cautiously.

According to (*ICOMOS, 2002*). Diversity of definitions of cultural heritage is extensive and the meaning behind it has been constantly changing over time, influenced by different contexts and changing environments. Originally, it was covering only tangible heritage, buildings, monuments, sites; but with the passage of time it extended beyond the tangible forms to all the intangible dimensions as well. Now, definition of heritage is necessarily broad, covering „an expression of the ways of living developed by a community and passed on from generation to generation, including customs, practices, places, objects, artistic expressions and values.”

(*FARO Convention, Council of Europe, 2005*). It is also perceived as a group of resources inherited from the past which people identify, independently of ownership, as a reflection and expression of their constantly evolving values, beliefs, knowledge and traditions. It includes all aspects of the environment resulting from the interaction between people and places through time.”

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LOCAL STUDIES

Local studies in the Philippines play a significant role in the study and understanding of the Filipino's identity and past. The **Republic Act No. 10066** is also known as **the National Cultural Heritage Act of 2009** and focuses on the preservation, conservation, education, and promotion of the National Cultural Treasures of the Philippines. This republic act serves as a "pursuit of cultural preservation as a strategy for maintaining".

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In Section 10, privileges of cultural property, those that are declared national cultural treasures and national historical landmarks are entitled to "priority government funding for protection, conservation, and restoration" (**Section 10a, p. Rule V (five) of R.A. 10066** is titled "*heritage zones/districts*". It elaborates the designation of heritage zones and the maintenance requirements (**Sections 15-16, p. 12**). In Section 21, heritage agreements, "*The Commission, upon advice of the concerned cultural agency, may enter into agreements with private owners of cultural properties with regard to the preservation of said properties.*" The first of the agreements is (a) Public access to the property. Section 36, incorporation of cultural property programs in local government unit's budgets, elaborates that the local government units of cities and towns are encouraged to incorporate their budgets for the conservation and preservation of their local cultural properties in their environmental, educational and cultural activities.

The Heritage Conservation Bill or Senate Bill 1234 tries to avoid giving incentives to heritage house owners instead. These structures not only speak of history, but they can also be profitable once adapted into restaurants, hotels, museums, and more. This practice is called adaptive reuse—keeping the physicality of the building intact while repurposing it for something else. Heritage conservationists are encouraging adaptive reuse across the country, and here are some successful projects that are paving the way. **Guzman, (2017)**.

Based on **Lorente, (1987)**. *Dominador Castañeda's Art in the Philippines* (Quezon City: University of the Philippines, 1964) was written for another reader and another time. Philippine Ancestral Houses is the product of a somewhat different perspective. Recent trends in Philippine historiography have stressed the role of the indigenous and the mass base of historical and cultural events. This nativist and proletarian tendency has led to the revaluation of traditional

artifacts of local culture. The product has generally been the highlighting of the native roots and proletarian contribution to Filipino culture.

Philippine Ancestral Houses builds upon the first, but is relatively silent about the second. The Philippine ancestral house, Zialcita and Tinio say, is the bahay na bato whose general design and justification for its parts trace back their origin or at least their inspiration from the bahay kubo (p. 19), the native cube-like house made of light materials and resting on posts. There is danger in overstressing the native roots and the authors wisely suggest the influence of the *cams tribunals* (p. 189), and other nonindigenous ideas.

An important phenomenon in the nineteenth century Philippines was a sudden spurt of economic opportunity which gave added wealth to a considerable number of city and country dwellers. This new wealth created new needs and inspired new vanities in the upper economic class. There grew the need for comforts far more sophisticated than was possible in the smaller houses.

According to the study of **Ignacio**, *Maintenance plan for heritage houses in Batanes*. Preservation efforts are still in process and more work is needed to address. Funding is a crucial factor in the conservation efforts. The balance between economic developments of a province versus the conservation of heritage architecture remains a major concern of local authorities. It is hoped that tourism can bring in additional revenues for the province to sustain their day to day needs. However, due to the large number of heritage structures, the work overwhelms the local government. As an intermediate measure, maintenance can be made into a process by which a house is kept to its working condition to guarantee its livability. Based on careful studies of the existing conditions, this can be executed in a systematic way. Old structures reach the point of being altered much when maintenance is not implemented regularly, is not performed properly, or is not done at all. The standard of implementation depends on good education campaigns, addressing the degree of decay as well as preventing their frequency of occurrence. Hence, preventive maintenance, if executed periodically ensures preservation and further deterioration of the historic houses of Batanes

SYNTHESIS AND RELEVANCE

The concept of sustainable development has been the main topic of many international conferences. It dates back to 1970s, when the awareness of the risk of the natural systems' collapse began to spread as a consequence of the traditional development associated exclusively to the economic growth. **Nocca (2017)**. Only considering economic development is no longer sufficient, as such more attention began to be focused on environmental and social issues. Sustainability as *“a process aimed at achieving environmental, economic and social improvement, both locally and globally, or a state that can be maintained at a certain level indefinitely. This process binds in a relationship of interdependence, the protection and enhancement of natural resources to the economic, social, in order to meet the needs of the present generation, without compromising the ability of future generations to meet their own needs. So it is contradictory with the corruption of legacy and normal assets, but moreover with the infringement of human nobility and human flexibility, with destitution and financial decay, with the need of acknowledgment of the rights and rise to opportunities”*. **Brundtland Report (1987)**. Concurring to this definition, the concept of supportability is associated to the compatibility between the financial advancement and natural security. Besides, it emphasizes the part of improvement to guarantee the fulfillment of the show generation's needs,

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The balance between economic developments of a province versus the conservation of heritage architecture remains a major concern of local authorities. It is hoped that tourism can bring in additional revenues for the province to sustain their day to day needs. However, the due to the large number of heritage structures, the work overwhelms the local government. As an intermediate measure, maintenance can be made into a process by which a house is kept to its working condition to guarantee its livability. Based on careful studies of the existing conditions, this can be executed in a systematic way. Old

structures reach the point of being altered much when maintenance is not implemented regularly, is not performed properly, or is not done at all. The standard of implementation depends on good education campaigns, addressing the degree of decay as well as preventing their frequency of occurrence. Hence, preventive maintenance, if executed periodically ensures preservation and further deterioration of the historic houses of Batanes.

CONCEPTUAL FRAMEWORK

Input Process Output

(I) Demographic
Profile

ii) Background Information

iii) Description

iv) Stories
Associated with
Structure

v) Significance

(II) The heritage influence
Marinduqueños

Data Gathering and
Analysis Documentation Findings

DEFINITION OF TERMS

SUSTAINABILITY- meeting our own needs without compromising the ability of future generations to meet their own needs.

CONSERVATION- the principle by which the total value of a physical quantity or parameter (such as energy, mass, linear or angular momentum) remains constant in a system which is not subject to external influence.

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PRESERVATION- the action of preserving something.

BAHAY NA BATO- Refers to the 19th century townhouse during the Spanish colonization in the Philippines. These residential homes were inspired by bahay kubos, native chieftain houses, Spanish homes in Intramurals, and monasteries. It is a mix of wood and stone, and the types of wood and stone may vary depending on the available resources of the area. The term “bahay na bato” directly translates to “stone house”.

ANCESTRAL HOUSE- is the place of origin of one's extended family, particularly the home owned and preserved by the same family for several generations

CHAPTER III

METHODOLOGY

This chapter presents the research methodology used in this study. It discussed the particular scheme in gathering the data and statistical techniques used in the analysis and interpretation of data gathered.

Research Design

The descriptive method of research was used by the researchers to gather data and information from the respondents needed in the study. Quantitative research methods are design in a manner that helps reveal the perception of a target audience with reference to a particular topic. The main focus of the study is to determine the sustainability conservation of ancestral houses in Murallion, Boac, Marinduque. The Researcher used the respondents from Murallion, Boac, Marinduque. This method included the collection of data, tallying the response of the respondents, analysis and interpretation.

RESEARCH LOCALE

This study will only be conducted in Murallion, Boac, in the province of Marinduque where Ancestral Houses are located.

RESEARCH POPULATION

The population for this study will be the ancestral houses in Murallion, Boac, Marinduque.

RESEARCH INSTRUMENT

This study used questionnaire as the main tool for gathering the data. The first part deals with the demographic profile of the respondents in Murallion, Boac, Marinduque. The second part was the questionnaire, on how does the heritage influence Marinduqueños.

DATA GATHERING PROCEDURE

To answer the questions on the statement of the problem, the researcher asked permission first from the respondents to conduct a survey and observations.

To gather information on the topic, the researchers gathered information from relevant studies and literature, and even on the internet about the sustainability conservation of ancestral houses in Boac, Marinduque. The questionnaires were then distributed to the owners of the ancestral houses. Prior to the distribution of the questionnaire, the purpose of the research will be explained to the respondents.

ETHICAL CONSIDERATION

The Researcher will likewise go through the appropriate interaction with the vital reports prior to leading information gathering. The obligation of the researcher is to guarantee the respondents will have a force of opportunity of decision to be associated with the review. The researcher give an unmistakable with genuine examination data without trickiness to the per users. The researcher will know with the moral contemplations.

**LOCAL TOURISM: LOCAL COMMUNITY ATTITUDE AND SUPPORT
TOWARDS TOURISM DEVELOPMENT IN BARANGAY DUYAY, BOAC,
MARINDUQUE**

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A Thesis
Presented to
The faculty of the School of Business and Management
Bachelor of Science in Tourism Management
Marinduque State College

In Partial Fulfilment
Of the Requirements for the Degree
Bachelor of Science in Tourism Management

Jacky R. Salazar
BSTM-3A

CHAPTER I

INTRODUCTION

Background of the Study

The tourism industry is facing rapid growth from anywhere in the world from the support of the locals and the tourism sector. Tourism is acknowledged as one of the great contributors in the rapid growth of the economy and since it has been the top contributors, it also provides economic income to locals. The growth of tourism is crucial to the economic growth of a country, that's why time and time again, the tourism sector continuously provides development projects not only for the local community but also to the country. Tourism is vital for the success of many economies around the world (Yehia, 2019). Tourism provides jobs from the related field such as transportation, food and beverage, lodging and many more.

Local residents are the main stakeholders of tourism developments. Today the number of researches on local community attitudes towards future tourism developments is increasing due the connection of the locals and the governments future development (Hanafiah, Jamaluddin & Zulkifly, 2013). But an unplanned tourism development may lead to environmental problems and problems within the locality.

Study Area:

Barangay Duyay in Boac, Marinduque is located at the end of Boac district, many people considered this part of the municipality as a remote place, it is true that its so far from the main town but what they didn't know is that barangay Duyay holds some of the islands treasured wonders that is covered by mountains and trees that mother nature created. Barangay Duyay has Caves to explore, hills to trek and water falls and pools to dive into. This barangay is very rich in natures wonder, that's why the local government kept an eyes on its future development as a tourism destination. So the local residents' attitude and support plays a major role in its development.

Not only the support of local residents is considered in the study but also the underlying effect of the tourism development in the province that can change the perception/attitude of the students are being observed overtime. According to (Zadra and Clore 2011) it is possible for emotion to influence one's perception, but in fact it seems to happen quite frequently across many levels of visual perception.

Thus, this study was conducted to determine the personal benefit that the local community gain from tourist development and their attitude and support from the development impact towards the future.

STATEMENT OF THE PROBLEM

This study aimed to determine the attitude and support of local community toward tourism development in Barangay Duyay, Boac, Marinduque. This also sought to answer the following questions:

1. What is the socio-demographic profile of the research subject in terms of: 1.1

Age

1.2 Gender

1.3 Marital Status

1.4 Occupation

2. What are the determinants of residents' perception in terms of:

2.1 Birthplace

2.2 Length of residency

2.3 Tourism related job

2.4 Community attachment

3. What are the perception on tourism development impacts in terms of:

3.1 Economic

3.2 Environmental

4.3 Social

4. What are the support for future tourism development?

SIGNIFICANCE OF THE STUDY

This study will provide information about the attitudes and support of local community towards the development of tourism in Barangay Duyay, Boac, Marinduque. Further, this study will benefit the following:

1. Local Residents

The result of this study will help the local residents to know the importance and effect of the future development in the local community.

2. Government (DOT)

This study may aid the Department in developing programs, activities and seminars for the local residents to help them contribute to future developments.

3. Researchers

This may help future researchers who wish to conduct similar study as their reference.

SCOPE AND DELIMITATIONS

The study focuses on the attitudes and support of local residents in barangay Duyay towards the development of tourism in the barangay.

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The respondents were 55 local residents currently residing in barangay Duyay. Respondents who are not present during the actual data gathering were automatically excluded in the study.

Percentage, frequency, and weighted mean were used to analyze and interpret the data gathered.

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter presents the concepts constituting the framework of this study. The review of related literature was gathered from different sources. The conceptual paradigm showing the relationship between variables is also presented in this chapter.

Foreign Literature

Over the last years, tourism has undergone significant development worldwide, especially in developing countries. Tourism is a multi-faced activity with positive and negative impacts on the destinations, linking the economic, social, and environmental components of sustainable development. The attitude of the host community is an important factor for future tourism planning, management, and development of a tourism destination (Harun, Chiciudean, Sirwan, Arion & Muresan, 2018)

The findings in the study of Teye, Sönmez & Sirakaya in Ghana, a major part of the limited involvement of residents in tourism development could be traced to the external nature of funding and implementation of projects (Teye, Sönmez & Sirakaya, 2002). On some other research considering the support of local residents is a must for the implementation of tourism development in the area because it ensures the stability and well-being of the future projects in the locality.

On the case of finding the roots of how the locality can contribute to the development of tourism, Linderová, Scholz & Almeida's study states that locals are an essential part of the destination. Together with businesses and tourist attractions, they form the destination's climate; locals, business people, and visitors are interconnected and influence each other. Information and cooperation of residents are important for the development of tourism in the area. It is necessary to treat them with respect, taking into account their worries and ideas. This behavior model makes it possible to reduce the negative social impact of tourism development on the local community. If local people have the opportunity to participate in decisions about the direction of

development in the area, attention is paid to their views, concerns, and suggestions for improvement; it has positive effects. Thus, residents will rather form tourism destinations in cooperation with local governments and entrepreneurs (Linderová, Scholz & Almeida, 2021)

On some other cases like Gidebo in Ethiopia, his study shows that the local communities have a positive attitude toward sustainable tourism development at Nech Sar National Park. Environmental sustainability, perceived economic benefits, community participation, long term planning, visitor satisfaction and community centered economy are domain factors for which respondents showed their agreement. Local communities showed their disagreement towards perceived social cost of tourism development. Residents in the study area overall have a favorable attitude toward tourism because tourism development is only in its initial stage and unfavorable tourism impacts on Nech Sar National Park are not readily evident (Gibedo, 2019).

Additionally, the study findings in Washington provide a glimpse of residents' attitudes toward tourism in the study area. It indicates that most respondents are favorable, at least initially, toward tourism. Particularly, the findings supported previous assertions that educating residents about the potential benefits of tourism is critical in obtaining the political support for tourism in enhancing residents' involvement in the industry, and in achieving sustainable community development (Wang, 2006). Also Rua's study concluded that friendship with tourists could be a good measurement for personal benefits; that pride could be a possible explanation for the positive relationship between attachment and support; and that costs in close popular tourism destinations could intensify the relationship between perceived costs of tourism and the support towards it (Rua, 2020).

It is believed to have some restriction on several views such as responsible tourism practice and quality of life. Thus, prospective research is needed to better understand the impact of tourism development on resident's quality of life (Hanafiah, Jamaluddin & Zulkifly, 2013)

Local Literature

In the Philippines, according to Department of Tourism (DOT) there is a plan to conduct a tourism development in the country on a massive scale. The National Tourism Development Plan 2016-2022 is a continuation of the National Tourism Development Plan 2011-2016 formulated in 2010 by the Department of Tourism as mandated by Republic Act 9593 or the Tourism Act of 2009. It was completed with the assistance of Asia Pacific Projects, Incorporated, in association with Indra Philippines. The vision of developing a highly competitive and environmentally sustainable tourism industry that is focused on creating inclusive growth was adopted to provide the long-term implementation framework consistent with the declaration of policy set forth in the Tourism Act of 2009.

We must also consider the underlying effects of the development to the community. This research of Dela Cruz, Andal, Antiporda & Aguado in Sta. Rosa Laguna states that among the positive impacts, the least in rank is increases tax revenue for economic impacts, boosts

greater tolerance to social difference (between rich and poor) for socio-cultural impacts, and supports a clean industry for environmental impacts. Overall, there is a high positive impact. In terms of the negative impacts, increases prices of goods and services is the highest economic impact, encourages excessive drinking and alcoholism is the highest socio-cultural impact, aids loss of open space is the highest environmental impact. It means that overall, accommodation has moderate negative impacts. There is a significant relationship between the educational attainment and length of residency of the respondents and the impacts of hospitality development (Dele Cruz, Andal, Antiporda & Aguado, 2019). Addition to the effect in the locality, this study of Comell in Sagada indicates that it can be realized that tourism posed negative impacts to the community. There were existing problems that negatively disturb the economic, socio-cultural and environmental quality of life in the community (Comell, 2019)

Thus, for local communities to actively participate in tourism development, they must be informed and be made aware of their ability to be involved. People empowerment follows, where effective partnership becomes necessary. Such forms of partnerships are rooted in the cause of knowledge training and sharing which enhances the capacities of individuals and the rest of the community to act (Williams, Srivstava, Corbridge & Veron, 2003).

This study of Ballard, Marooka & Shinbo in Palau Island disclosed that residents, particularly from the islands, welcome ecotourism development in the area as they can see a promising alternative source of income. The link between improved quality of life among villagers and improved environmental conditions is not that clear and is subject to further study; however, a relation on the participation to ecotourism of the respondents and increase support to resource management and conservation initiatives were established. At present, the ecotourism enterprises have seen promoting inclusive growth as the local community was organized to be the leading tourism industry players (Ballad, Marooka & Shinbo, 2021). Also, the impacts of tourist attraction were perceived to a great extent in terms of socio cultural, environmental, and economic aspects (Magboo, Blay, Balbastro, Landicho, Marasiga, Villaseñor & Felicen, 2019).

Conceptual Framework

INPUT PROCESS OUTPUT

Socio-demographic
profile

Determinants of
resident's perception

Perception on Tourism Development

Figure 1. Research Paradigm

The paradigm shows the attitudes and support of local community to the tourism development.

Definition of Terms

Socio-demographic profile refers to the personal and social attributes of the respondents. **Age** refers to the length of time respondents has lived.

Gender refers to the state of being male or female.

Marital status refers to status of being single or married.

Occupation refers to the job of the respondents.

Birthplace refers to as where the respondents is born.

Length of residency refers to the length of time respondents has lived on the place.

Tourism related job refers to if someone related to the respondents are working on the tourism industry.

Community attachment refers to the status of how sorry or pleased the respondents to leave in the community.

Economic impact refers to the impact to the economy.

Environmental impact refers to the impact to the environment.

Social impact refers to the impact on the human society.

Support and attitude refers to the decision and perception of the respondents on the tourism development.

CHAPTER III

RESEARCH METHODOLOGY

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Research Design

This study uses a descriptive research design using quantitative method in order to describe the attitudes and support of the local community to the tourism development.

Research Locale

The study was conducted in Barangay Duyay alone due to the tourism development in the area. The respondents were given a questionnaire to answer. The research chooses the place of implementation because it will give the researcher the needed information and respondents are from the said barangay.

Research Population

The respondent of this study were 55 local residents currently residing on Barangay Duyay where there is a tourism development. Respondents who were not present during the actual data gathering were automatically excluded in the study.

Research Instrument

A self-constructed survey questionnaire was used in the study and was divided into two parts: 1. Socio-demographic profile of the respondents and determinants of resident's perception. 2. A five-point Likert Scale to determine the attitude/perception and support towards tourism development.

Data Gathering Procedure and Ethical Consideration

The researchers sought, prior to data gathering, permissions to conduct study from the barangay captain concerned.

**IMPORTANCE OF VALUES AND CULTURE OF MARINDUQUE
AMONG YOUNG GENERATION IN THE MUNICIPALITY OF GASAN**

A Thesis is presented to the
School of Business and Management
Marinduque State College

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In Partial Fulfillment
Of the Requirement for the Degree
Bachelor of Science and Tourism Management

by
John Carlos R.Lumalang
November 2021

CHAPTER 1

THE PROBLEM AND ITS BACKGROUND

This chapter presents the introduction,statement of the problem,significance of the study scope and delimitations of the study,

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Introductions

Marinduque is best known for its unique cultural traditions such as the Moriones tableau,a colourful observance staged by the locals dressed as Roman centurios during the Lenten season. Tourist flock to the island province to witness this unique religious event. Those who visit Marinduque hoever, are treated to more than just the pageantary and spectacle of this festival as they discover and experience the varied delights this province has to offer fine beaches quality crafts,delicacies,nature explorations and the traditional Filipino hospitality.The province has its own set of indigenous musical percussive instruments comprised of two wooden sticks called the kalutang.

SATEMENT OF THE PROBLEM

What are the significant of values and culture of marinduque to the young generation of gasan

What are the values and culture of marinduque

How people of Marinduque celebrate and maintain their culture during this pandemic

During this pandemic,how MARINDUQUENOS teach values and culture to the next generations

SIGNIFICANCE OF THE STUDY

This study intends to determine the Significance of MARINDUQUENOS culture and values to the young generation of province of marinduque especially in the municipality of gasan.

SCOPE AND LIMITATION

This Research study was primarily focus on culture and values of MARINDUQUENOS during this time of pandemic among young generation in the municipality of gasan. The respondents of this study was fifty (50) youth from the 25 barangay of gasan Marinduque.

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter presents the gathered data and key concepts of the study based from the different journals, articles, conducted studies, and literatures of the variables that is being investigated.

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Foriengn Studies

According to American sociological review 80 (4), 680-704, 2015 Dual-process models of culture and action posit that fast, automatic cognitive processes largely drive human action, with conscious processes playing a much smaller role than was previously supposed. These models have done much to advance our understanding of behavior, but they focus on generic processes rather than specific cultural content. As useful as this has been, it tells us little about which forms of culture matter for action. Drawing on a cross-disciplinary set of theory and evidence, I argue that values are tied to many forms of behavior, across both contexts and cultures, and they operate in ways consistent with dual-process models. I illustrate the plausibility of these claims using data from the second wave of the European Social Survey, as well as real-time decision data from a large, online survey. I show that values predict self-reported behaviors in a variety of substantive domains and across 25 nations, and they operate using automatic cognitive processes. These findings suggest that values merit renewed theoretical and empirical attention.

Barrett Values Centre, 2010 Values stand at the very core of human decision-making. When we work in an organisation whose culture aligns with our personal values, we feel liberated. We are able to bring our full selves to work. We not only bring our energy, our creativity, and our enthusiasm, we also bring our commitment to the well-being of our associates and the success of the organisation. Unleashing this energy is tantamount to liberating the corporate soul.

Journal of personality and social psychology 92 (2), 337, 2007 Cross-cultural psychologists assume that core cultural values define to a large extent what a culture is. Typically, core values are identified through an actual self-importance approach, in which core values are those that members of the culture as a group strongly endorse. In this article, the authors propose a perceived cultural importance approach to identifying core values, in which core values are values that members of the culture as a group generally believe to be important in the culture. In 5 studies, the authors examine the utility of the perceived cultural importance approach. Results consistently showed that, compared with values of high actual self-importance, values of high perceived cultural importance play a more important role in cultural identification. These findings have important implications for conceptualizing and measuring cultures.

Local studies

Culture is a very dynamic and multi-dimensional aspect of development as it spans and intersects with various sectors and social groups. More than these intersections, it is also an interface of the past and the present that influence how people move forward into the future. It is the identity of societies, where way of life is a result of their histories, stories, experiences, knowledge, beliefs, and traditions. Values on the other hand, is the basis of people's choices and is defined as a belief or ideal that is shared by a group or a community regarding what is good or bad, desirable or 1 undesirable, acceptable or unacceptable. Having a set of values that is shared within a society provides a common ground where greater cohesion can be cultivated. Hence, culture is the background while shared values are the guiding principles by which policies and programs must 1be developed in order to give flesh to inclusive, sustainable, and people-centered development.

The Philippine Development Plan (PDP) 2017-2022 acknowledges the role that culture and values play in development, especially in strengthening social inclusion and equity. Lodged under the Malasakit pillar, culture is seen as a means in enhancing the social fabric toward a high-trust society by promoting cultural awareness, identifying and inculcating values for the common good, cultivating creativity, and promoting culture-sensitivity in governance and development.

In 2017, culture and the arts were added into the Seal of Good Local Governance (SGLG) assessment criteria as among the “+1” options for LGUs under the “4+1” assessment but was later modified by the Department of Interior and Local Government (DILG) into “ALL-IN”, elevating the status of culture components as required areas.

The first three years of the PDP 2017-2022 implementation saw government’s greater awareness and recognition of the role of culture in the country’s socioeconomic development which prompted significant foundational efforts in the sector. These include identification of shared cultural values, institution-building, support for creative industries, increasing awareness on the rights of indigenous peoples and doing other cultural promotion activities, strengthening documentation and monitoring of ongoing programs, addressing data gaps, continuing efforts at heritage conservation.

Synthesis and Relevance

Culture is the lifeblood of a thriving society, manifesting itself in the various ways we tell tales, celebrate, remember the past, enjoy ourselves, and envisage the future. Our artistic expression helps us define ourselves and perceive the world through the perspective of others. Ontarians engage in culture in a variety of ways, including as spectators, professionals, amateurs, volunteers, contributors, and investors. footnote Culture has significant social and economic worth in addition to its inherent value. Culture improves our quality of life and raises general well-being for both individuals and communities through improving learning and health, increasing tolerance, and providing opportunities to connect with others. footnote

Individuals can gain from participating in culture in a variety of ways, some of which are highly personal. They can deliver emotionally and intellectually moving experiences, whether enjoyable or unsettling, that promote celebration or introspection, and they can be a source of enjoyment and amazement. Culture can also be used to express creativity, create personal identity, and improve or preserve a community's feeling of place. Cultural events provide possibilities for relaxation, enjoyment, learning, and social interaction. Culture brings people together at museums, theatres, dance classes, and public libraries. footnote These advantages are inextricably linked to culture. They are what draws us in and motivates us to participate.

Conceptual framework

rRESULTSrRES

Figure 1. Conceptual Paradigm

This Figure shows the conceptual framework including Problems, method and results. The variable is under of input is to identify and determine the values and culture of Gasan MARINDUQUE, the importance of values and culture among young generation, Marinduqueños embracing and nurturing their lives connected to their values and culture As well as to enlightened for young generation of gasan Marinduque . Gathering data by means of surveying including the questionnaire through messenger and Google form, launching consent for participating and chatting through messenger and Facebook. The results of this study contains the over all come up gathering to be able to find out the Values and culture of Gasan Marinduque, Importance of Values and culture among young generation, Marinduqueños embracing and nurturing their lives connected to their values and culture and to enlightened for young generation of gasan Marinduque

Definition of Terms

Values are individual beliefs that motivate people to act one way or another. They serve as a guide for human behavior. Generally, people are predisposed to adopt the values that they are raised with. People also tend to believe that those values are “right” because they are the values of their particular culture.

Culture-can be defined as all the ways of life including arts, beliefs and institutions of a population that are passed down from generation to generation. Culture has been called "the way of life for an entire society." As such, it includes codes of manners, dress, language, religion, rituals, art

Participating-to be involved with others in doing something : to take part in an activity or event with others.

Marinduque-,mə:ɾɪn'du:kɛɪ) an island of the central Philippines, east of Mindoro: forms, with offshore islets, a province of the Philippines. Capital: Boac.

Influence-the capacity to have an effect on the character, development, or behavior of someone or something, or the effect itself.

Importance- state or fact of being of great significance or value."the importance of democracy"

CHAPTER III

METHODOLOGY

This chapter presents the research design, research locale, research population, research instrument, data gathering procedure and the ethical consideration..

Research Design

The researcher employed the descriptive method using the normative survey to determine the Importance of values and Culture of marinduque among young generation in the municipality of gasan and the other factors stated in the study. This study utilized a descriptive qualitative approach because according to Stone et al. (2008), a qualitative method is the most appropriate inquiry method when a researcher seeks a deep understanding of a particular problem or issue. To conduct a study of Importance of values and Culture of marinduque among young generation a self-made questionnaire was validated by the different personnel who are the experts in Marinduque. A letter of approval from

the Municipal Mayor and Captains of Barangay in the municipality of Gasan. Marinduque was secured before distributing questionnaires to the respondents.

Research Locale

This study was conducted at the area of Gasan as point of entry. The respondents were the youths of every barangay in the Municipality of Gasan .



Research population

The research population of this study comprised of all barangays at Municipality of Gasan Marinduque. In this Study selected residents of Municipality of Gasan Marinduque where data collected and willing to be part of this research study.

Research Instrument

This study used structured questionnaire with the data and information obtained from related readings and literature, and other online sources.

Data Gathering Procedure

To determine the Importance of values and Culture of marinduque among young generation in Gasan Marinduque, the researcher coordinated with the Office of the Mayor for the permission to conduct the study.

The questionnaires were distributed to fifty(50) respondents from 25 barangay. After answering the questionnaires, the researcher collected it upon completion.

To ensure the quality of the analysis and interpretations, consultation with the statistician was done.

Ethical Consideration

The respondents were provided the assurance that their confidentiality and anonymity were their complete rights as subjects and suppliers of information for this study. They were also not subjected to any psychological or bodily harm.

To avoid plagiarism in the creation of this study, the researcher included citations from the previous author of an existing work in the information with the purpose of formally awarding acknowledgement.

To arrive at a credible end result of the research study, the researcher avoided data manipulation.

**IMPORTANCE OF PROMOTING FESTIVAL TOURISM USING
SOCIAL MEDIA IN GASAN, MARINDUQUE
(A.Y. 2021-2022)**

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An Undergraduate Thesis Presented to the Faculty of
School of Business Management
Marinduque State College

In Partial Fulfilment of the Requirements for the Degree of
BACHELOR OF SCIENCE IN TOURISM MANAGEMENT

JOBIELLY Z. TAN

2021

CHAPTER I

BACKGROUND OF THE STUDY

INTRODUCTION

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Most people associate a festival with a day of celebration or festivities. Many festivals are held all throughout the world, and the Philippines is no exception. In the Philippines, a province, town, or municipality will frequently hold a festival. The researcher sees a festival as a way of passing on the history, identity, and values of a region and its people to others, particularly younger generations. A festival is also a way to attract visitors to come to the province, town, or municipality, therefore it has an impact on the hosting location. A festival's influence can be positive or negative, but it does have an impact. Because festivals are celebrated all throughout the world, it is critical to learn about, comprehend, and quantify their effects on the communities that host them.

Falassi (1987) defines a festival as an event, a social phenomenon, encountered in virtually all human cultures. The colorful variety and dramatic intensity of its dynamic choreographic and aesthetic aspects, the signs of deep meaning underlying them, its historical roots and the involvement of the "natives" have always attracted the attention of casual visitors, have consumed travelers and men of letters alike. Furthermore, Falassi explained that festivals in the social sciences are simply taken from common language, where the term covers a constellation of very different events, sacred and profane, private and public, sanctioning tradition and introducing innovation, proposing nostalgic revivals, providing the expressive means for the survival of the most archaic folk customs, and celebrating the highly speculative and experimental avant-gardes of the elite fine arts. Raj(2003) found out in his study that festivals add tourism attraction and influence the cultural and economic growth of the place where the festival is held. Festivals provide the local population with opportunities to share its culture, exchange information, and experience, and help tourists to see how inhabitants of a country celebrate their holidays, and follow traditions and customs. They also help in decreasing the level of unemployment and at the same time in increasing income opportunities in a country. According to Kenyon (2002), festivals are determinants that cause people to travel to other countries to learn their local art, culture, and history. The development of local festivals has increased cultural tourism and provides tourist destinations with economic and cultural benefit. Festivals and events have been part of a wider range of new „cultural strategies“. Gotham (2005) explained that festivals are events that regenerate and orient post-production economies towards consumption. Festivals offer tourists glimpses of local uniqueness and diverse cultural experiences (Getz, 1989). Very often there are religious underpinnings, as in many of the festivals that were celebrated during the middle ages. Historical research demonstrates how festival and events have a long of acting as tourist attractions and of effecting the reproduction of places as tourism destinations (Gotham,2005).

According Samanta &Bg, (2020) Social Media as a means of creating / increasing awareness of the destination, reaching out to masses, encouraging travellers to plan their journey, strengthening the destination image as a favourite destination, targeting new / specific market, spreading positive word of mouth, increasing number of visitors, creating buzz around the destination, increasing the number of Facebook / Twitter fan base, changing the appeal of the destination in the mind of visitors, creating a brand image for the destinations, and more.

Many of the local respondents believed that the festival had an impact on the economy of the municipality. They claimed that the festival seemed to have led to an increase in the economic activity of the municipality such as the expansion and improvement of local products and services which help generate more income for the locals. The respondents also believed that the festival had an impact on the tourism industry of the municipality, as it seemed to have resulted to an increase in the variety of entertainment in the municipality where the locals were able to showcase their talents.

This study aims into the literature a completing risks methodology that can be used to help identify the importance of promoting festival tourism for the local residents. After looking at the possible importance of promoting festival tourism, this study offers recommendations for all local residents in this municipality to address the arising problems that may be encountered in running the system.

STATEMENT OF THE PROBLEM

Generally, this research study focuses on importance of social media in promoting tourism festival in Gasan, Marinduque A.Y. 2021-2022.

Specifically, the research aims:

1. What are the Festival Tourism in Gasan Marinduque
2. What are the importance of promoting festival tourism in economic, social and tourism Industry using social media in Gasan, Marinduque.

3. What are the most frequently used social media platform in promoting festival tourism in Gasan ,Marinduque

4. What are the strategies used by the respondents to promote festival Tourism using social media in Gasan, Marinduque.

SIGNIFICANCE OF THE STUDY

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This will help the institution to somehow address the problem of the study.

This research study entitled " Importance of Promoting Festival Tourism using Social Media in Gasan, Marinduque (A. Y. 2021-2022)" provides information regarding the importance, ways or strategies for promoting festival tourism with the use of social media to all institution, government or in department of tourism and culture and also for local community, students, teachers and as well for the future researchers and also it will provide the information of how many local people in Gasan are willing and aware in using social media for promoting festival to find out if many people still have an appreciation or want to promote their own festival culture locally or globally.

This will also contribute to keep alive our town's own festival tourism by sharing, posting, comments and other ways of social media platforms to spread the information and importance of festival tourism in our town. Festivals promote community pride by celebrating things that make a town special and evoke good feelings. According to Ingrid Schneider, Director of the University of Minnesota Tourism Center. "Tourism has the opportunity to bring communities together and instill a sense of community pride and knowledge of their history,"The economic benefits of festivals are easiest to see and most often cited–festivals attract visitors, which stimulates the growth of tourism and other businesses in a town or region.The social benefits of festivals are less visible, but they are just as important. Festivals foster community pride, teach people new things, and strengthen relationships. (Grames & Vitcenda, 2012)"The best thing about being involved with festivals and events is the opportunity to help build a community, foster a sense of pride within a community, and engage a community," says Chris Romano, a business consultant with Thrivent Financial Services. "

SCOPE AND LIMITATION OF THE STUDY

This research study focused to determine the importance of promoting festival tourism using social media in Gasan, Marinduque for the year 2021-2022. The researcher limits the study to 101 local residents in Gasan, Marinduque.

The researcher used questionnaire to answer, through online or face to face to find out the importance of promoting festival tourism using social media in Gasan, Marinduque. The researcher gathered data to determine the result and interpreted it by the researcher.

CHAPTER II

REVIEW OF RELATED LITERATURE

Festival Tourism

Festival tourism is exploring a region at its height of fun, amusement, cheerful crowd and colorful spirit when the entire community is out to celebrate an event or a festival that had been ingrained in the local tradition and culture dating back to the distant past. (Dr. Prem, Complete Guide to Festival Tourism)

Festivals Tourism in Gasan Marinduque

There are three main festivals celebrated in Gasan, two of which are unique to the municipality:

Moriones Lenten Observance, A Lenten Observance of the Moriones, colourfully garbed and masked soldier and centurions; culminates in the re-enactment of the beheading of Longinus. The entire towns of Boac, Mogpog and Gasan are virtually converted into huge states as the story of Longinus unfolds. Like all other municipalities in Marinduque, Gasan celebrates the Moriones Festival during the Holy Week. A parade of "morions", or Roman soldiers, is conducted in downtown Gasan, as well as the Gasan cenaculo at Guingona Park on Good Friday. (Events/ Province of Marinduque- The Heart of the Philippines).

Gasang-Gasang Festival, The Gasang-Gasang Festival celebrates the origins of the name "Gasan". Sponsored by the Gasan Culture and Arts Foundation (GASCUAF) and held after the Moriones Festival, the festival features a live dance competition where several barangays have competed in the competition held in downtown Gasan. Easter Sunday- Gasan, Marinduque A joyous celebration faith and thanksgiving for the “newly Risen Christ” featuring street dancing competitions between 21 barangays of the municipality held annually during Easter Sunday highlighted by a final performance in front of thousand audiences for judging in one of the town’s open park.

Araw ng Gasan-Kalesayahan Festival, The Araw ng Gasan commemorates the town's founding nearly 400 years ago as a Spanish pueblo by Father Juan Rosado in honor of Saint Bernard of Marinduque. August 20- Gasan, Marinduque A big celebration of different activities, programs, beauty contests, and highlighted by parade and competition of ornately designed kalesa or horse drawn carriage, materials made from local indigenous materials, recycled materials or combination of both. Each of the municipalities’ districts or combination of two or three barangays provides entries that mainly features the major local industry, or famous tourist destination, each kalesa has their couple of beauty contests competitors (gentleman and lady) on board during the parade. (Gasan, Marinduque- Tourism- Festivals).

FOREIGN STUDIES

Importance of promoting festival tourism

Festivals help protect local cultural traditions, develop tourism and promote the economic, social and cultural developments of the destination. Specifically, the success of a festival helps attract large crowds, thus strengthening the attractiveness of cities, communities or tourism destinations. In addition, they promote the economic development of the destination, providing more job opportunities. They also enable tourists from different places to be exposed to and

understand unique cultural heritages, as well as ethnic and local customs. It is also believed that festivals can attract more tourists to enrich tourist sources, and that they can make tourists stay longer to achieve a balance between hot seasons and slack seasons. From a global perspective, many tourism destinations use festivals as an important means to attract tourists, making festivals an important part of the tourism product to attract tourists from all over the world. Therefore, there is an inextricable relationship between festival attractiveness and hosting destination. As an important tourist attraction, festivals can enhance people–place interactions through diversified activities, so as to influence tourist loyalty. This connection not only helps festival organizers find the best point for experiencing destination culture, but it also helps destination marketing organizations find effective means to improve destination loyalty.(Li et. Al,2020)

The economic benefits of festivals are easiest to see and most often attract visitors, which stimulates the growth of tourism and other businesses in a town or region. The social benefits of festivals are less visible, but they are just as important. Besides being fun, well-managed festivals and events offer a host of economic and social benefits to communities.

Economic

Boosting the economy, by definition, festivals attract visitors. And visitors spend money, which boosts the local economy both on and off the festival site. On-site spending and off-site spending related to festivals generates revenue for communities. Festivals also provide free marketing and advertising for local businesses as visitors talk about their experiences when they go home. The economic benefits of a successful festival ripple throughout a local economy affecting tourism and non-tourism- related businesses alike.

According to Chaini, festival plays a vital role in uplifting economy of a particular destination. It helps in income generation for the local business. For promoting festivals, organisers use new technology and media. Wider publicity attracts both domestic as well as foreign tourists to a destination. Goldblatt(1997) states that “ some communities use these events to boost tourism during the low or off-season and other focus primarily on weekends to appeal to leisure travellers”. Hence it is rightly said impact of festivals and events can greatly affect the quality of life of the local publics in host destinations.

Festivals are cof tourism activity when they cater to out-of-region visitors, grants, or sponsorships, (Getz, 1997) of direct or indirect intent. Now a day the Government is organising, supporting and promoting festivals to promote an unknown place or tourist destination. Hence these are the strategies of the Government for economic development and nation building. “In an economic climate where we hear so much about crisis in health and education, it is important to remember that culture, too, is an essential element of a healthy society.

Social

For community festivals to continue to have success and be embraced in the community they need to be sociably responsible to the citizens and way of life. .Always leave the place as you found it. In most cases festivals invest in the physical site infrastructure and in turn provide other user groups with a new and improved venue for all to enjoy year around.

(Lewis & Sears/ Marketing and Event Management Inc.)

According to Dr. Prem, Festival is a wonderful exposure. You get to taste local food and wine, buy local handicrafts and clothing, and attend local carnivals and functions which mark the very spirit of the festive season packing the entire nation into a hilarious frenzy.

These festivals offer a great opportunity for the locals to display their potential through dramas, plays, mimes, acrobatics and other forms of public entertainments and reap benefits. The local residents get to observe the impact of the festival on the tourists and keep an eye on the size of the crowd the festive attractions are able to draw. Based on the observations, they take many important decisions on pricing, additional features and facilities to be incorporated as regards the accommodation, transportation and other saleable services they put on offer for the festival tourists. This is a great study which will shape how the local residents would react to the crowd of festival tourist. Needless to say, if the festival and the visiting tourist generate more money and employment, the locals would wish the tourists stay forever!

According to Andrea Hausold, (2010). They don't call them festivals for nothing; it is exciting, unique and full of life; it is a prime opportunity to attract tourism, generate positive media coverage and boost the local community. For those in the tourism industry, festivals also carry a positive impact in three parallel areas: attracting tourism, improving the place's image and supporting the local community.

Attracting Tourism

First and foremost, festivals are a great anchor for attracting tourism. While the destination is always available, having a time-limited event encourage visitors to take advantage of this opportunity and visit the place during the event. For example, although many people are interested in visiting Brazil, the famous carnival in Rio de Janeiro creates a feeling of unique chance, pushing potential visitors to take full advantage of the activities. Festivals are also a prime opportunity to get to know the local culture and experience the essence of the place. During the event, visitors have a unique chance to interact with the local community, gaining a deeper experience of the ambience, customs and local culture.

Improving the Place's Image

Along with tourists, festivals attract journalists and other opinion leaders. For these audiences, festivals are a 'media-event', generating an opportunity for a magazine or a news story. Such stories may be different from the destination's typical media frame – i.e. the way in which it's regularly covered in the news media. Such media events are expending the place's image and creating a window for positive media coverage. At the time of the festival, it is easier for destinations to demonstrate their positive facets, focusing the media's attention on favorable occurrences. As part of getting ready for the festival, places can also prepare for the expected media attention. That, including the preparation of media kits, press room and local guides to show guests around.

Support the Local Community

For the residents themselves, festivals are a unique occasion to celebrate the local culture and interact within the community. For the residents of Munich, for example, the Oktoberfest is a long standing tradition where they can meet their friends, take pride in the Bavarian culture and enjoy local dishes such as Würstl, Brezn and Schweinsbraten. In the tourism context, festivals can boost the local community in two major ways. First, people of the local culture are being flattered by the

international interest in their culture. This enhances the residents' pride and promotes the preservation and cultivation of the local culture. Second, the tourists and visitors are spending money within the community, enhancing the local economy and supporting restaurants, hotels and other tourism-related businesses.

According to Raj, (2003), Today festivals are considered to contribute significantly to the cultural and economic development wealth of the United Kingdom. The festivals have major impact on the development of cultural tourism to the host communities. The festival organisers are now using the historical and cultural themes to develop the annual events to attract visitors and creating cultural image in the host cities by holding festivals in the community settings. The desire for festivals and events is not specifically designed to address the needs for any one particular group. The hosting of events are often developed because of the tourism and economic opportunities addition to social and cultural benefits.

The government now support and promote events as part of their strategies for economic development, nation building and cultural tourism. The events in turn are seen as important tool for attracting visitors and building image within different communities. According to Stiernstrand (1996), the economic impact of tourism arises principally from the consumption of tourism products in a geographical area. According to McDonnell, Allen & O' Toole (1999), tourism related services, which include travel, accommodation, restaurants, shopping are the major beneficiaries of the event. According to Chaini, The impact the festivals have on the tourists helps framing certain policies and budgetary plans by the government as well as industrial entrepreneurs.

Festivals provide an opportunity for the celebration of local identity and community empowerment and create tourism for the local area. Festival Tourism helps in development of infrastructure of a premise, improves the local economy of a place, increases social understanding among people and finally brings peace & brotherhood. Fairs and festivals are important part of life. It contributes peace and imparts relaxation, pleasure to human being. Festivals are now a days are used as an important tool for promoting tourism and boosting the local economy of a place. Hence festivals have to be organised in an effective manner so as to fulfil the economic benefits of tourism to the destination.

According to Getz (1997) states festivals events as a: "Events constitute one of the most exciting and fastest growing forms of leisure, business and tourism related phenomena". In today's arena organising festivals initiates and meets the demand of the tourists as well as the local public. Festivals showcase and promote the local culture to the tourists and give an identity and pride to the local people and host destinations.

Festivals gives a new look to the destination. Festivals contribute significantly for the promotion and rejuvenation of a particular destination. At the same time it also helps in creating the employment opportunity for a destination. Many times festivals also helps in development of infrastructure for a destination.

Bachleitner and Zins (1992) conveys that festival tourism increases learning of residents, ethnic identity, generates a sense of community pride and helps in opening up of many medium size and small family enterprises. At the same time it is also noted that Cultural events and festivals encourage the cross cultural communication which helps in promoting proper understanding between the guest and the host. Falassi (1987) "cultural festival- a periodically

recurrent, social occasion in which different forms and a sequence of coordinated events, participate directly or indirectly and to a diverse extent, all members of a whole community, united by race, language, religion, historical bonds and sharing a world view.”

Kahar Zalmay, (2017) Festivals have both social and economic angles. In the chaotic and stressful planet we inhabit, happiness is overshadowed by negativity and insecurity and so the need for something that could bring positivity has been felt time and again. Thus, festivals that give us the opportunity to forget all our worries and celebrate the positive side of life, even if it is for a few days, came into existence. Festivals act like stress relievers and help us balance our emotions. More positivity naturally lowers negativity. It also provides an opportunity to reduce friction and brings estranged friends and relatives together in a bond of love. Nothing brings people together like festivals do. They play a pivotal role in nation-building; bringing people from every religious, economic and social background together. If we look at the fascinating journey of human evolution, we understand that human beings do not invent or create something unless it is required. There is no written history to explain when festival celebrations started but in ancient Greece and Rome, festivals linked with religion, social organisation and political processes were celebrated.

Festivals also stimulate economic activities since they provide employment opportunities to people. Festivals have historically been a great source of entertainment especially before the advent of mass-produced entertainment. They divert peoples’ attention from their demanding lives and amuse them in their leisure time.

Importance of Social Media in Tourism

According Samanta & Bg, (2020) Social media continues to grow. It increasingly influences on many social and economic aspects. Social media plays a very important role in the tourism industry. The tourism industry deals with potential travelers, people on a trip, and people returning from a trip and sharing their experience. The study portrays Social Media as a means of creating / increasing awareness of the destination, reaching out to masses, encouraging travellers to plan their journey, strengthening the destination image as a favourite destination, targeting new / specific market, spreading positive word of mouth, increasing number of visitors, creating buzz around the destination, increasing the number of Facebook / Twitter fan base, changing the appeal of the destination in the mind of visitors, creating a brand image for the destinations, and more.

So, Social Media has been widely accepted as a means of promoting tourism destinations and products by popular destination marketing organizations. As a result of the studies on the subject of social media in the tourism industry with reference to Odisha tourism it would be wise for Odisha Tourism to have a strong presence on social media allowing for consistent and effective two way communication between itself and the tourists. Odisha Tourism must highlight the most appealing attributes of its various destinations. It would be a mistake for Odisha Tourism unless it has a strong a presence on social media. The amount of time consumers spend on social media can be utilized to present a destination image to consumers. It also serves as a way to converse with consumers and share information about updates, deals, and giveaways.

Social Media Platforms

As of January 2021, Facebook was the most commonly used social media platform among marketers worldwide. According to a global survey, 93 percent of responding social media

marketers used the network to promote their business, while another 78 percent did so via Instagram.(Statista Research Department,(2021).

The Top 10 Social Media Sites and Platforms:

1. Facebook
2. Youtube
3. WhatsApp
4. Instagram
5. Tiktok
- 6.Snapchat
7. Reddit
8. Pinterest
9. Twitter
- 10.Linkedin

LOCAL STUDIES

Importance of Promoting Festival Tourism

According to Ande Luna, (2015), festival had an impact on the economy of the municipality. They claimed that the festival seemed to have led to an increase in the economic activity of the municipality such as the expansion and improvement of local products and services which help generate more income for the locals. The respondents also believed that the festival had an impact on the tourism industry of the municipality, as it seemed to have resulted to an increase in the variety of entertainment in the municipality where the locals were able to showcase their talents.

Importance of Social Media in Tourism

Social Networking is a powerful medium to advertise good things about people and places. Therefore, it is now being used to promote the tourism industry through networking sites where people mostly communicate and meet new ventures. Social media applications served as an avenue to disseminate the information faster.(Dr. Buted,(2014).

Social Media Platforms

According to Dr. Buted, (2014). that Facebook, Twitter, YouTube, Blogs and Websites were the socialnetworking site frequently used by individuals.Facebook is the most popular social media platform among internet users in Philippines.(Pulse Asia Poll, 2021)

10 Steps to Successfully Promote your Tourism Event on Social Media

By: Rebecca White (2021)

1. Identify your Events 'Ideal Customer'

Before you go anywhere near social media, you first need to be clear on who you want coming to your event.

Your event is for those people who love your event's experience and will rave about it to their family and friends - the ultimate free, word-of-mouth marketing. They are also the people likely to spend the most and attend again if it is a regular event.

So before you start any event promotion on social, you need to be clear on who your event's Ideal Customer is, and profile them and then Customer Journey Map them. Your event attendee profile could be one of your businesses/region's current Ideal Customers, or they may be slightly different.

Being clear on who your event's ideal customer is and profiling them, will help you work out: Which social media channel/s to focus promoting your event on. What time of day to share updates on social media so they are most likely to see them

What stories about your event they would be interested to see in the lead up to your event? Destination stories, behind the scenes stories and helpful event information are all a great start.

2. Choose your Social Networks

Next up you need to decide where you will promote your event on social media. Does it need its own dedicated social media channels or will you just promote it on your own business, council or region branded social media channels?

Option 1: Promote it via your own business/region/visitor centre/council's social media channels. Most suited for events that are: Council, Community and Regional events.

Option 2. Dedicated Event Social Media Pages

Better visibility of the event on social media

Great opportunities for social advocacy. By having your own event social media channel means people can link to or tag your event's social media pages when talking about the event online.

3. Choose an Event #hashtag

To encourage people to talk about your event and share photos & videos, which is highly trusted, free word-of-mouth marketing of your event, it's a good idea to promote a relevant hashtag for your event.

This helps bring all the online conversations specifically on Instagram around your event into one hashtag, as people will be talking about it anyway, you may as well centralise the conversation when you can.

Good example: Recent Illuminate Adelaide promoted their #illuminateadelaide hashtag throughout all their event marketing, and saw huge amounts of online advocacy and social media posts from the event.

4. Publish your Event info on a Relevant Website and the ATDW

Information about your event needs a home on a website. This is ideally your own website and/or your local tourism organisation's and/or council's website (contact them to find out how to organise this).

This is really important for a couple of reasons: You want your event to be found by people searching in Google. For this to happen, the information about it needs to be on a webpage for Google to be able to find, crawl and index it in its search engine results.

5. Design CORRECT Social Media Sized Images

Promoting your event on Social Media needs VERY different graphics to your traditional event poster. Please, NEVER re-share your offline printed poster on social media.

It is too hard to read and will simply be ignored and will damage your organic reach if shared on Facebook.

6. Communicate on Email

Social media and your website aren't the only places you should promote your event online. Start building a list of people interested in hearing about your event - either from scratch or from your existing customer database.

Regardless of the size of your event, this is essential because:

Not everyone sees social media updates, on average only around 3 - 5% of your Facebook community will see new feed posts, but most people see their emails.

You don't own your social media channels but you do own a list of potential customers emails.

Develop a communication plan of how you will communicate with people before, during and after the event.

7. Leverage Partners

There are other organisations and social communities who may be talking to your event's Ideal Customers, and may be happy to share information about your event to their online communities or past event participants.

These could include your regional tourism organisations, complementary businesses or events, local councils, visitor information centres and local media.

8. Give a story to tell on social media

In the lead up to the event, when done right, social media is a great way to build awareness, anticipation, advocacy and ticket sales for your event.

Like email, develop a communication plan of how you will communicate with people on your social media channels before, during and after the event.

Focus on sharing relevant and interesting stories that make your Ideal Customers feel inspired or excited to attend, and is also a story they want to share with their own family and friends. This could include

Use Video. Get your smartphone and start taking and creating short videos. Consider also how you could use Stories especially if your event has its own dedicated social media presence.

Make it native. You can share the same photo or video but PLEASE don't link social media accounts. Take a few minutes to post your photo or video it directly to Facebook or Instagram and tailor your comments.

9. Consider Facebook Advertising

Facebook Advertising, when done right, has some incredible targeted advertising options to help let more people know about your event.

10. Leverage Your Customer Love

Encouraging your event attendees talk to about your event positively on social media is the most important part of using social media!

Photos and videos shared by your event attendees are the most trusted types of marketing for your event you can have!

Ensure you listen to all conversations around your event, and respond quickly and appropriately.

Reshare the best images and videos back onto your social media channels, always crediting the original person who took them.

Build relationship with your most passionate event attendees and content creators. You can potentially leverage this relationship for next event, and get them on board to share more engaging and anticipating building social updates.

SYNTHESIS AND RELEVANCE

Studies of the importance of promoting festival tourism using social media, Li, (2010), found that promoting festival tourism help protect the local cultural traditions, develop tourism and promote the economic social and cultural development of the destination, festival plays a vital role in uplifting economy of a particular destination. It helps income generation for the local business. Festival are also considered as a tool for economic development and cultural development of a tourist destination, Getz, (1997). According to Chaini that festival have on the tourists help framing certain policies and budgetary plan by the government as well as industrial entrepreneurs. Although Getz,(1997) found events is one of the most exciting and fastest growing forms of leisure, business and tourism related phenomena, Festivals that give us the opportunity to forget all our worries and celebrate the positive side of life, even if it is for a few days, came into existence. Festivals act like stress relievers and help us balance our emotions. More positivity

naturally lowers negativity. It also provides an opportunity to reduce friction and brings estranged friends and relatives together in a bond of love. Nothing brings people together like festivals do. They play a pivotal role in nation-building; bringing people from every religious, economic and social background together, Zalmay (2017). Although Bachleitner and Zins (1992) found conveys that festival tourism increases learning of residents, ethnic identity, generates a sense of community pride and helps in opening up of many medium size and small family enterprises, although McDonnell, Allen & O' Toole (1999), found that tourism related services, which include travel, accommodation, restaurants, shopping are the major beneficiaries of the event. And to promote this festival tourism we use social media platform, Facebook is the most popular social media

platform among internet users in Philippines.(Pulse Asia Poll, 2021), it is use to advertise good things about people and places. Therefore, it is now being used to promote the tourism industry through networking sites where people mostly communicate and meet new ventures. Social media applications served as an avenue to disseminate the information faster.(Dr. Buted,(2014).

CONCEPTUAL FRAMEWORK

Figure 1. Conceptual Framework

This figure shows the conceptual framework including the problems, method and results. The variable under of input is to identify and determine the festival tourism and the importance of promoting festival tourism using social media , and the most frequently social media platforms and the strategies of the respondents to promote feativial tourism using social media, gathering data by means of surveying including the questionnare through messenger and google form, launching consent for participate and chatting through Facebook and messenger also. The result of the research contains the overall come up gathering to be able to find out the festival tourism and the importance of it by promoting using social media and the strategies of the respondents to promote festival tourism using social media.

DEFINITION OF TERMS

The following are operationally defined for better understanding of terms used in this research study.

Benefits- something that produces good or helpful results or effects or that promotes well-being: advantage

Beneficiaries- a person or group that receives benefits, profits, or advantages.

Culture- is a particular society or civilization, especially considered in relation to its beliefs, way of life, or art.

Cultural Tourism- is a type of tourism that allows the tourist to participate in local cultural activities, like festivals and rituals

Destination- The place to which someone or something is going or being sent.

Economic- means concerned with the organization of the money, industry, and trade of a country, region, or society.

Festival Tourism- is exploring a region at its height of fun, amusement, cheerful crowd and colorful spirit when the entire community is out to celebrate an event or a festival that had been ingrained in the local tradition and culture dating back to the distant past.

Importance- the state or fact of being of great significance or value.

Local Community- a group of interacting people sharing an environment

Promoting- to encourage people to like, buy, use, do, or support something:

Social Media- refers to a computer-based technology that facilitates the sharing of ideas, thoughts, and information through virtual networks and communities.

Social- relating to society or its organization.

Strategies- a plan of action or policy designed to achieve a major or overall aim.

Tourism- the act and process of spending time away from home in pursuit of recreation, relaxation, and pleasure, while making use of the commercial provision of services.

Tourists- a person who is visiting a place for pleasure and interest, especially when they are on holiday.

Tourism Industry- occur people, activity and organizations involved in providing services for tourist on holiday. The tourism industry includes hospitality (accommodation, restaurants), transportation (airlines, car rental), travel facilitation and information (tour operators, travel agents, tourist information centers), and attractions and entertainment (heritage sites and theme, national, and wildlife parks).

CHAPTER III

RESEACH METHODOLOGY

In this research study , this chapter is one of the foremost important because this presents the research design respondents of the study. The reliability of research findings depends upon the

methodology being applied for the research instruments , the data gathering, analysis procedure of the study and statistical instrument.

RESEARCH DESIGN

The study used the descriptive method of research. The main focus of this is the importance of promoting festival tourism using social media in Gasan, Marinduque for the academic year 2021-2022. Page | 180

RESEARCH LOCALE

Gasan, officially the Municipality of Gasan is a third class Municipality in the Province of Marinduque, Philippines. There are Three (3) main festivals celebrated in Gasan, two of which are unique in this municipality. This location is chosen by the researcher for it will not be difficult for the researcher to gather information since she lived here.

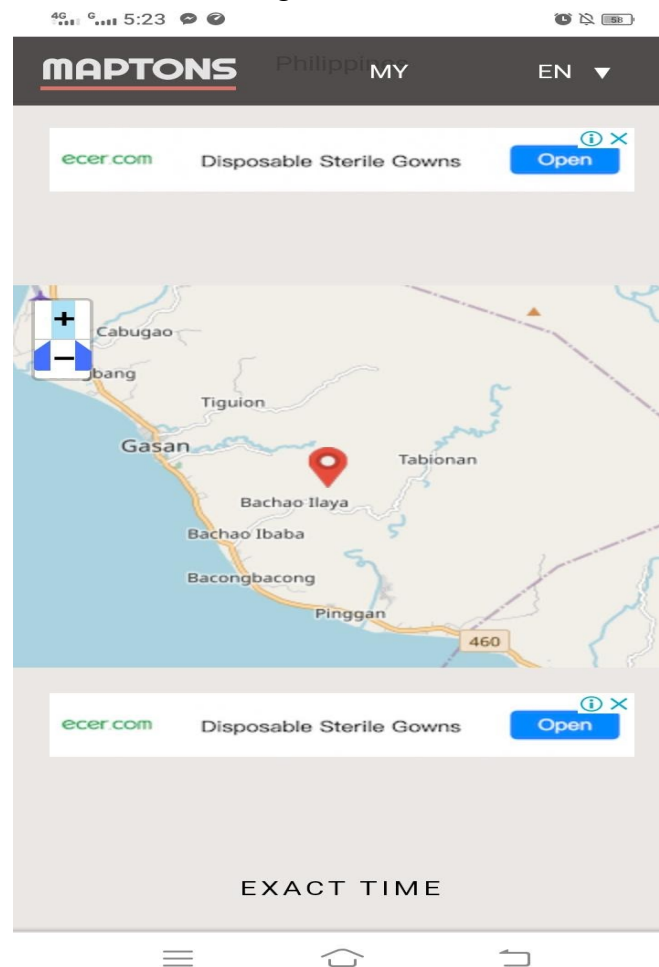


Figure2. Map of the location of Gasan

RESEARCH POPULATION

The respondents of this research study are the local residents who using social media in Gasan Marinduque, and the institutional populations consists 101 local respondents who using social media in Gasan, Marinduque where data were collected and had to be willing to be part of this study.

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RESEARCH INSTRUMENTS

For the gathering of quantitative data, the researchers , survey questionnaire was being constructed by the researchers chose questionnaires for more accurate and reliable findings of the study. On the first part of questionnaires, the demographic profile of the respondents was included such as name, age, marital status and occupation, while the second part includes the importance of promoting festival tourism in economic, social and in the tourism industry, the third is to identify the frequently social media platform to promote the festival tourism in Gasan, and the last in to know what are the strategies of the respondents to promote the festival tourism using social media. Only some certain checklist were used by the researcher for the findings.

DATA GATHERING PROCEDURE

The researcher will be asked permission from the Barangay Captain to conduct study about the importance of promoting festival tourism using social media in Gasan, Marinduque for the academic year 2021 up to 2022.

After that, the accomplished questionnaires were retrieved for statistical analysis.

The researcher sent a request or permission to conduct an interview on personal and also through chatting on facebook. In gathering data, the questionnaire was distributed through face to face interviewed and online to the respondents.

ETHICAL CONSIDERATION

Ethical consideration are necessary for research study to protect the privacy of the respondents use in study. In this study the researcher secures the safety of human participants and prevents violation of human rights. It reviews the research aims and methodologies to ensure ethical practices are followed. If a research design does not follow the set ethical guidelines, then the researcher will have to amend their study. The researcher ensured they interact with the respondents in a personal way, that they did not invade their privacy without consents from them, all the respondents or the participants have moral and legal rights. For the other ethical consideration the researcher will safeguard collected information from participants related to the study. Thus, the researcher should avoid the use of faulty equipments to ensure accuracy. Furthermore, the researcher must follow disciplinary standards and practices to safeguard the responses of the subjects. Maintaining privacy and confidentiality, the researcher should maintain the confidentiality of the responses of the subjects involved in the study. Furthermore the researcher must ensure privacy of the participants. Researcher should maintain a trustworthy relationship with the respondents, so that their responses will not be divulged to others.

Significance of Ancestral Houses on the selected residents of Municipality of Mogpog

Final Requirement on Research in Tourism 1
Bachelor of Science in Tourism Management

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Submitted by:
Stephanie R. Rocha
April Mirambil
BSTM 3-A

Submitted to:
Mr. Randy Nobleza

CHAPTER I BACKGROUND OF THE STUDY

I. Introduction

Heritage is our inheritance- what the past has conceded to us, what we value in the present and what we choose to preserve for future generations.

Heritage provides clues to our past and how our society has evolved. It helps us examine our history and traditions and enables us to develop awareness about ourselves. Heritage is a keystone of our culture that plays an important role in our politics, society, business and world view. It informs influences and inspires public debate and policy both directly and indirectly. Unfortunately, many people in the country look at buildings older than 50 years as old and ugly and ready for demolition, when all they really need is proper care, attention, and perhaps some restoration.

Many architects and engineers could be a bit trigger happy, thinking that old buildings are more expensive to maintain. What they fail to see are the revenue potential of these old establishments. The Asian country used to level its old buildings before they realized how valuable they were. When conservation efforts started to pick up, tourism went up significantly. Historical and cultural destinations, as part of heritage tourism, could play an even bigger role in getting tourists around the Philippines. With so many heritage sites in the country, a bit of a push in the right direction could go a long way in further enticing tourists both local and international to explore.

Heritage sites are meaningful sources of identity and inspiration for communities across the country. With carefully laid out programs and projects, they could also provide additional financial resources for local government units. Because each city or province has its own heritage, highlighting this aspect goes beyond beautification. In fact, it shows love and pride for the country. Through heritage tourism, we see, we experience and feel our foundations, as we build toward the future. Crucially, maintaining and enhancing our heritage provides a basis for local economic development and innovation in tourism, agriculture, entertainment, education and business generally.

Ancestral houses of the Philippines or Heritage houses are homes owned preserved by the same family for several generations as part of the Filipino family culture. It corresponds to long tradition by Filipino people of venerating Ancestors and Elders. The most common is the “Bahay na Bato”. Some houses of prominent families had become points of interest or museums in their community because of its cultural, architectural or historical significance. These houses that are deemed of significant importance to the Filipino culture are declared heritage house by the National Historical Commission of the Philippines previously known as the National Historic Institute of the Philippines. These ancestral houses provide the current generation to look back the country’s colonial past through these old houses.

Marinduque has a rich cultural and historical heritage showcased by the old houses and churches on the island. The local government has mapped the municipality of Mogpog and recorded ancestral houses built in the late 19th century up to the 1950s. Mogpog is rich in heritage or ancestral houses. Oddly, there’s not one historical marker in town that commemorates the cultural legacy of Mogpog. Luzon Datum which is a geographic reference point in Balanacan is an NHI marker that commemorates the role of the town in American’s map making efforts in the country.

II. Statement of the Problem

This study attempted to provide right information for the following questions with regards to the “Significance of Ancestral Houses on the selected residents of Municipality of Mogpog”.

1. What is the significance of ancestral houses to the resident of Mogpog?
2. What are the problems witnessed by the resident about the ancestral houses?
3. What interference could be enforced for the conservation of ancestral houses?

III. Significance of the Study

The study would be very significant because the researcher would be able to determine the “Significance of Ancestral Houses on the selected residents of Municipality of Mogpog”. In this regard, this will also help the following people. First is resident to give them an idea or awareness on how to enunciate and preserve the ancestral houses on their municipality. Second is tourist to let them know the advantages of ancestral houses and also to give them some information about the history of it. Third is local government unit to make them a plan and projects on how to preserve the ancestral houses and on how to patronize by the local and international tourist. Lastly, future researchers may use this research as guide for evaluation of determining the “Significance of Ancestral houses on the selected residents of Municipality of Mogpog”.

IV. Scope and Limitation

This study was conducted to know the “Significance of Ancestral Houses on the selected residents of Municipality of Mogpog”. The respondents involve were the selected residents of municipality of Mogpog, S.Y 2021-2022. The total number of respondent is 15. This study will be focusing on the “Significance of Ancestral Houses on the selected residents of Municipality of Mogpog and also to seek out the benefits of it.

CHAPTER 2

REVIEW OF RELATED LITERATURE

Foreign Studies

The term “heritage” in its everyday common place sense has been used for some decades. Heritage is seen as a term with many meanings, which continue to evolve (Fairclough, 2009). In this context, Abdul Jalil and Abdel-Aal (2011, pp. 101–102) argued that the notion of heritage is not used in the same sense. We use it from different perspectives. The definition of European heritage identifies seven types of heritage: nature, landscape, monuments, artifacts, activities, people, and sites (Copeland, 2006).

In this sense, Al-Jabri (1999, p. 20) adds that heritage is perceived as something that is out of modern civilization. Heritage is an intellectual product and has spiritual, religious, moral, religious and moral and aesthetical values (Fahima, n.d.). It includes also knowledge, systems, institutions and creativity (Abdul Jalil & Abdel-Aal, 2011). It includes landscapes, structures, objects, traditions (Heath, 2006) practices, places, objects and the various types of properties conceived as “heritage” is generally considered one of the acquisitions of modern society (Jokilehto, 2008). Meaning that it includes the tangible and intangible elements, and so the concept of heritage is broad and comprehensive for several elements (Ben Amor, n.d.). Cultural heritage is not just about old things. New or newly altered objects, places and practices are just as much a part of cultural heritage where they hold cultural value for today’s generations (Tinto, n.d.). Heritage is a collective asset which tells the history of people. Any given community has a history to where it refers in order to ensure the continuity of a common identity that evolves over time (Chikumbi, Katanekwa, Simonsen, & Haldal, n.d.; Hassan, 2008).

“Conserving Heritage in South East Asia: Cases from Malaysia, Singapore and the Philippines”. Tourism Recreation Research Vol. 37(1), 2012: 47-55. The R.A. 10066 and the Singapore Legislative

Council Secretariat (2008) considers adaptive re-use or the utilization of built structures and sites of value for purposes other than that for which they were originally intended in order to conserve the site while considering its engineering integrity and design authenticity. It is where redundant buildings and structures are transformed into commercial spaces or anything with present value to accommodate new uses while incorporating its former value. Another conservation strategy endorsed by the council was the “old-and-new” approach. Under this approach, new infrastructure developments are allowed to locate between old and conserved buildings to allow the regeneration of the under-used property or building by allowing new structures to be built but takes into consideration its relationship to adjacent structures (Legislative Council Secretariat 2008).

(Rumah Adat) The architecture of Indonesia reflects the diversity of cultural, historical and geographic influences that have shaped Indonesia as a whole. Invaders, colonizers, missionaries, merchants and traders brought cultural changes that had a profound effect on building styles and techniques. Numbers of Indonesian vernacular houses have been developed throughout the archipelago. The traditional houses and settlements of the several hundreds ethnic groups of Indonesia are extremely varied and all have their own specific history. The houses hold social significance in society and demonstrate local ingenuity in their relations to environment and spatial organization. Traditionally, the most significant foreign influence has been Indian. However, Chinese, Arab, and European influences have also played significant roles in shaping Indonesian architecture. Religious architecture varies from indigenous forms to mosques, temples, and churches. The sultans and other rulers built palaces. There is a substantial legacy of colonial architecture in Indonesian cities. Independent Indonesia has seen the development of new paradigms for postmodern and contemporary architecture. Ethnic groups in Indonesia are often associated with their own distinctive form of rumah adat. The houses are at the centre of a web of customs, social relations, traditional laws, taboos, myths and religions that bind the villagers together. The house provides the main focus for the family and its community, and is the point of departure for many activities of its residents. Villagers build their own homes, or a community will pool their resources for a structure built under the direction of a master builder and/or a carpenter. The majority of Indonesian peoples share a common Austronesian ancestry, and traditional homes of Indonesia share a number of characteristics with houses from other Austronesian regions. The earliest Austronesian structures were communal timber longhouses on stilts, with steep sloping roofs and heavy gables, as seen in, for example, the Batak rumah adat and the Torajan Tongkonan. Variations on the communal longhouse principle are found among the Dayak people of Borneo, as well as the Mentawai people. The norm is for a post, beam and lintel structural system that take load straight to the ground with either wooden or bamboo walls that are non-load bearing. Traditionally, rather than nails, mortis and tenon joints and wooden pegs are used. Natural materials – timber, bamboo, thatch and fibre – make up rumah adat. The traditional house of Nias has post, beam and lintel construction with flexible nail-less joints, and non-load bearing walls are typical of rumah adat. Traditional dwellings have developed to respond to Indonesia's hot and wet monsoon climate. As is common throughout South East Asia and the South West Pacific, most rumah adat are built on stilts, with the exception of Java and Bali. Building houses off the ground allows breezes to moderate the hot tropical temperatures; it elevates the dwelling above stormwater runoff and mud; it allows houses to be built on rivers and wetland margins; it keeps people, goods and food from dampness and moisture; lifts living quarters above malaria-carrying mosquitos; and reduces the risk of dry rot and termites. The sharply inclined roof allows the heavy tropical rain to quickly sheet off, and large overhanging eaves keep water out of the house and provide shade in the heat. In hot and humid low-lying coastal regions, homes can have many windows providing good cross-ventilation, whereas in cooler mountainous interior areas, homes often have a vast roof and few windows.

(Simone Ricca), Saudi Arabia and the United Arab Emirates feature ultra-modern cities with millions of residents that developed in opposition to the physical patterns of traditional historical settlements. In the past years, however, there has been a renewed attention to urban heritage and two metropolises, Jeddah and Dubai, have decided to aim for World Heritage status and to leverage historic city

centres as engines of economic development and tools for the reinforcement of national identity. In Dubai, the conservation and reconstruction of historic neighbourhoods gives residents an urban historic depth previously unrecognised, favouring the integration of different ethnic communities while contributing to the tourist development of the Emirate. In Jeddah, the preservation and revitalisation of the historic centre is part of a larger strategy focusing on the reinforcement of the private sector to trigger new urban dynamics building upon its rich heritage. Recent strategies and plans are briefly discussed, underlining the specificities of the Arabian Peninsula context and its complex and evolving relationship with history and heritage. It is argued that the nominations for inscription on the UNESCO World Heritage List have been a catalyser for the definition of new planning and conservation policies integrating urban heritage into urban development strategies.

LOCAL STUDIES

The 135-year-old house in Batangas is kept forever young By: Raoul J. Chee Kee, The Acosta ancestral house in Batangas City is one of only three structures built in the 19th century that is still standing in this city. Since 1883, it has been a mute witness to the passage of time. Today, the house pulsates with the hustle and bustle of modern life. Its wooden floorboards creak under the weight of cousins who gather periodically in the sala to hear the clan patriarch, 89-year-old Tunying Pastor, play classical and Broadway tunes on the grand piano. The lawyer and realtor manages the family home with the help of his 85-year-old brother, Luis, who also lives in the compound. Seen from the road, this bahay-na-bato cuts a commanding image, a portion of its stone facade covered in fiercely green ivy. From time to time, the younger Pastor invites passersby to come up, and regales them with stories of his childhood with his eight brothers and only sister, and his late parents, Dr. Juan A. Pastor and Concha Q. Acosta. “When you see a house like this, everyone’s big trip is to create an aristocracy,” said art curator and book author Marian Pastor Rocas, who is also the eldest grandchild. “There is no old aristocracy in the Philippines, as it reaches back only 150 years.” She dismisses this nostalgia as “a fantasy,” one that continues to be perpetuated. Last December, the Acosta-Pastor clan gathered in an annual reunion that now includes members of the family’s seventh generation. The younger kids played on the shiny floor—while the older ones performed on the violin or electric guitar. Rocas posted photos of the party on social media which drew a deluge of comments. Friends said they were reminded of the house in “Ang Larawan,” the film adaptation of author Nick Joaquin’s “Portrait of the Artist as A Filipino,” a musical entry in last year’s Metro Manila Film Fest.

Modernization theory views the linear path to development involving a transition from agricultural economy to industrialization through technical diffusion and spread of market relations (Pieterse, 2010). As the Philippine economy advances forward in accordance to such linear model of growth, demands for improvement of community structures, buildings, and facilities have led to the utmost chase for urban development. With the Philippine population doing its fair share in the projected 75 million people added to the world’s population every year, demands for more social infrastructures such as housing and commercial facilities were on the rise. Most often if not, the response to such demands comes at the expense of cultural heritage conservation. Due to poor urban planning and zoning regulations implementation, in addition to the scarcity of available spaces, one foreseen viable option is the displacement of built heritages such as national monuments and landmarks, historical parks, and ancestral houses. Such structures are replaced with high-rise infrastructures such as residential condominiums, shopping malls, theme parks, and commercial centers that ruin the original design and built of such cultural treasures. Katrinka Ebbe (2009) sees rapid urban expansion posing a significant risk to irreplaceable cultural and natural resources. According to the United Nations, threats to culture and heritage have increased significantly all over the

world in the last 20 years (United Nations Task Force on Habitat III, 2015). Joan Henderson (2012) supported such assessment reiterating that urban development is an offshoot of globalization or the undying aspiration of cities to be international business centers and financial hubs, hence has often been accompanied by serious social and environmental problems. Thus any resemblance of the backward past is seen as an unproductive use of scarce resources. Radzuan and Ahmad (2015) perceived cultural heritage in its broader sense as movable and immovable assets of artistic, literary, architectural, historical, archaeological, ethnological, scientific or technological values that embody the essence of a nation. Alternatively, cultural heritage has been considered as a fundamental aspects underpinning a country's national identity and sovereignty. Thus, it can serve as a bridge between different generations with their ancestors providing a source of social attachment and sense of belongingness (Ghafar Ahmad, 2006; Henderson, 2012; Chohan and Wai ki, 2005).

Moreover, cultural heritage is also classified either as tangible or intangible. On one hand, tangible cultural heritage refers to a cultural property with historical, archival, anthropological, archaeological, artistic and architectural value. On the other hand, intangible cultural heritage refers to the practices, representations, expressions, knowledge and skills recognizable within a particular set of cultural or social values that communities recognize as part of their cultural heritage. Radzuan and Ahmad, 2015. On one hand, the so-called use value pertains to the value assigned to heritage properties that produces concrete results such as profits and earnings from cultural heritage activities. This includes heritage structure used for housing that yield higher rents than other buildings by virtue of its heritage status or the improved value of remote users when they benefit from the view provided by the heritage property or due to its proximity to the heritage property. On the other hand, non-use value refers to the indirect use value or the less tangible benefits of cultural heritage such as the deep affection and appreciation one can get from a certain cultural object or historical site; or spiritual and social satisfaction which cannot be measured in concrete terms such as profits, revenues, or number of jobs and businesses it generated (Throsby, 2007). As such, cultural heritage advocates provided varied approach in heritage conservation without impinging urban development. One common approach features adaptive re-use of historic buildings.

According to the findings of a forum organized by the Asian Institute of Management's Dr. Andre L. Tan Center for Tourism in 2004 as well as the generalizations made in a summit organized by the Heritage Conservation Society Philippines in 2013, preserving heritage structures and cultural resources can contribute to the market value of real estate properties thus significantly boosting tourism activities and facilitating economic growth in the area and correcting the misconception that heritage conservation will cause financial and opportunity losses to property owners (Flores, 2013). Accordingly, conservation of heritage is not only keeping a resemblance of the backward past for its historic significance, but also for its potential to increase income-earning opportunities, city livability, and competitiveness (Ebbe, 2009); hence significantly maintaining social capital and generating economic produce (Chohan and Wai Ki, 2005). Moreover, cultural heritage has been one of the core thrusts of tourism in the Philippines, giving birth to the branding "cultural heritage tourism". Ivan Henares of the Heritage Conservation Society (Philippines) suggested that heritage structures are good anchors for cultural tourism because they provide a complete package of attractions to the general public.

The third and final stage in the development of the Spanish-Filipino domestic architecture retained the wooden supporting structure but restricted the use of brick and stone to the lower level; the upper level consisted of an enclosure in vertical wooden siding which left ample openings for sliding windows. Capiz shells were often used as window panes. What emerges is a Spanish Filipino house Architecture in the Philippines, (Winand Klassen, 1986). The dinner was being given in a house on Anloague Street which may still be recognised unless it has tumbled down in some earthquake. Certainly it will not have been pulled down by its owner; in the Philippines, that is usually left to God and Nature. In fact, one often thinks that they are under contract to the Government for just that purpose "Noli me Tangere" by Jose Rizal, a cultural property refers to all products of human creativity by which a people and a nation reveal their

identity. It also includes traditions or living expressions that are often shared, learned, symbolic, adaptive and integrated, inherited from ancestors and passed down to the next generation (Balco, 2011; Radzuan and Ahmad, 2015). In the Philippines, Republic Act No. 10066 (R.A. 10066) otherwise known as the National Cultural Heritage Act of 2009 sets down the parameters for cultural heritage based on the instruments provided by the UNESCO. The legislation considers cultural heritage referring to the totality of cultural property preserved and developed through time and passed on to posterity (Art II, Section 3

Synthesis and Relevance

The above studies are related to this present study as the concept of this research to know the Significance of Ancestral houses on the selected residents of Municipality of Mogpog. As well as the people had a insights and awareness about cultural heritage such as Vernacular houses, Ancestral houses on how to conserve it for now and for future generations. And it will have a economic impact both local and foreign because of the people who visit on the area.

Conceptual Framework

INPUT	PROCESS	OUTPUT
-What is the significance of ancestral houses to the resident of Mogpog?	1.Data collection of selected resident profiles.	Significance of Ancestral Houses on the selected residents of Municipality of Mogpog.
-What are the problems witnessed by the resident about the ancestral houses?	2. Administering survey questionnaire.	
-What interference could be enforced for the conservation of ancestral houses?	3. Organization of resident responses.	
	4. Statistical analysis of data.	

The conceptual framework shows the input, process, and output. The input are; What is the significance of ancestral houses to the resident of Mogpog?, What are the problems witnessed by the resident about the ancestral houses?, What interference could be enforced for the conservation of ancestral houses?

The process are the following; Data collection of selected resident profiles, Administering survey questionnaires, Organization of resident responses, and Statistical analysis of data.

The input is the “Significance of Ancestral houses on the selected residents of Municipality of Mogpog”.

Definition of terms

To give a better and clearer understanding of the subject, the following standards and terms are hereby defined.

1. Ancestral houses- the place of origin of one's extended family, particularly the home owned and preserved by the same family for several generations that help us to conduct research.
2. Bahay na bato- a type of building originating during the Philippines' Spanish Colonial period. It is an updated version of the traditional bahay kubo.
3. Conservation- the prevention of wasteful use of heritage sites.
4. Mogpog- a small municipality in the province of Marinduque and it will also serve as the place of the study.
5. Tourism- a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes.
6. Residents- a person who lives somewhere permanently or on a long-term basis and it will also serve as the respondents of the study.

CHAPTER 3 METHODOLOGY

Research Design

This particular study employed the descriptive evaluation method in order to answer the specific question formulated in Chapter 1. It is the best method to determine the “Significance of Ancestral Houses on the selected residents of Municipality of Mogpog”.

Research Locale

This particular study was conducted at municipality of Mogpog in the province of Marinduque.

Research Population

The respondents in this particular investigation were the selected fifteen (15) residents of Mogpog. The gender may vary.

Research Instrument

The researchers used a online survey questionnaire as the main instrument in gathering data for this study to determine the “Significance of Ancestral Houses on the selected residents of Municipality of Mogpog”.

Data Gathering Procedure

The researchers distributed the questionnaire through the utilization of an online platform, specifically, Facebook Messenger for security purposes. Meanwhile, the researchers were individually sent a letter to their respondents on their Facebook Messenger Accounts, consisting of the questionnaire itself.

Ethical Consideration

This particular study was essentially concerned with ethical issues on the “Significance of Ancestral Houses on the selected residents of Municipality of Mogpog”. The researchers also assured the privacy of the responses through the included confidentiality clause.

**Benefits of Wellness Tourism to the Tourist
Visiting in Poctoy White Beach in Torrijos,
Marinduque**

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An Undergraduate Thesis

Presented to the Faculty of CABG-Institute of
Accountancy Business Administration and Tourism Management

In Partial Fulfillment of the Requirements for the
Degree of Bachelor of Science in Tourism
Management

Researchers:

Kimuel Byron P. Medina

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December 2021

CHAPTER 1

Problem and its Background

Introduction

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Tourism is an important sector for Philippine economy. The country is known for having its rich biodiversity as its main tourist attraction. Its beaches, heritage towns, monuments, mountains, rainforests, Islands and diving spots are among the country's most popular tourist destinations. In Philippines, wellness tourism is melding science and luxury packing a big punch for wellness travellers. This much sought after ASIAN wellness destination is targeting a bigger picture of the individual's vacation that rules the mind. The Philippines is trying to position its wellness offerings in a different way beyond azure sea waters and pristine shores. It would be a sort of integrated wellness vacation for travellers through life changing well balanced programs. A destination well not fulfils all wellness and travel expectations of an individual. Wellness tourism in the Philippines can be a different experience altogether if travellers choose to do so. Modern day health conscious wellness travellers prefer science based luxurious wellness offerings that satisfy their quest for wellness in all respects.

Marinduque is one of its provinces although a small island is known to be a virgin face that possesses many tourist attractions including the cordiality and camaraderie of its people in Marinduque. There are lots of tourist attractions to be offering and seen in this part of the province waiting to be recognized and discovered by the Local people and more the foreigners. One of this is Poctoy White Beach that can be found in the Municipality of Torrijos. There are other tourist spots in the municipality however these are claimed by the most visited placed. Once tourist and visitors visit in this place they describe and narrate their experiences. They may even revealed good or bad impressions for these reasons. Tourism wellness is very significant for

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it is also important to promote health and well-being through physical, psychological, or spiritual activities in the province.

Statement of the Problem

The study aims to identify the benefits of wellness tourism to the tourist visiting Poctoy white beach in Torrijos Marinduque.

1. What are the benefits of wellness tourism to the tourist visiting Poctoy White Beach? 2. What are the problems encountered by the tourist upon visiting the place in regard of wellness tourism?

3. What interventions or proposals could be implemented for the enhancement of wellness tourism in the place?

Significance of the Study

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This study focused on identifying the benefits of wellness tourism to the tourist visiting Poctoy white Beach. Moreover, the result and findings of the study will be beneficial to the following:

To the tourists: The result of this study will enable the tourist to identify the benefits of wellness tourism and more knowledgeable on it.

To the students: They will also be cognizant about benefits of wellness tourism in Poctoy white Beach.

To the future researchers: This study will serve as reference for the researchers on the subject of related to this research in the field of tourism.

Scope and Delimitation

This study focused on wellness tourism benefits to the tourist visiting in Torrijos white beach. The target respondents of this study are 20 local tourists who visited white beach in Torrijos. The researchers considered working on this study to find out the benefits of wellness tourism.

CHAPTER II

Review of Related Studies

This chapter deals with related studies that are viewed and the important points in each study briefly discussed below to give the researchers better ideas. The information will provide a rich background for this research.

Local studies

According to (Ringer,2008) health and wellness tourism is defined as myriad of ways and often confused and similar ,although different types of tourism and in particular it is thought of as tourism for health and defined as travel to cure specific and ailment, or cure a disease. Individuals who travel for medical purposes visit destinations in order to meet with the physician or specialized team of medical practitioners. This can consist of domestic or international travel. They often travel to these destinations to have surgeries or obtain a therapy not readily available or prohibited by law in their homes countries, or they may travel for the purpose of cosmetic surgery (Bauer, 2009; Connell, 2006).

Traditionally, wellness tourism has focused on resorts with spas or a spiritual retreat. However, recent research in wellness tourism reveals that individuals can be motivated by one particular wellness dimension over another and thus desire myriad activities. Tiyye (2008) found that individual travel for the betterment of their mental wellness. It is shown also that travel has physical and psychological benefits of rest and relaxation as well as mental and spiritual wellness.

In the context of wellness tourism, a particular lifestyle, with respect responsibility and individual choice can be reflected in health and well-being enhancement of the individual tourist (Ardel, 1986). In addition, wellness lifestyle can positively influence one's psychological well being. Therefore, it is important to explore the lifestyle of wellness touristwhether their lifestyle influence their travel patterns, as well as their individual senses of well being.

Goodrich (1993) stated that the market health and wellness tourism has two segmentation approaches: health and income. Some destinations destination target at people with certain health care needs, as different people have different problems; and some others destination can provide luxury health service and treatment for the high end consumers as a result of income segmentation.

Two consecutive studies to identify the relationship between wellness tourist motivation factors and their intentions to make wellbeing holiday in Finland. Result show that motivations of participating physical activities, getting in better shape and promoting and enhancing healthy have positive effects on tourist's intentions to make well-being trips. Konu and Laukkanen's (2009, 2010)

Foreign Studies

Smith&Puczko (2009) explained that wellness tourism is a journey that aims to seek health and harmony in body, mind and spirit. However, wellness tourism is a complex type of tourism. The different meanings in various countries have caused the segmentation of wellness profiles to become complicated. Therefore, Smith and Kelly (2019) stated that the tourist wellness profile must be related to the type of product wellness, wellness activities and wellness domains (dimension). Wellness tourist is defined as someone who can find out how to become a healthy individual, who can use their own money and free time and take advantage of a tour package consisting of the wellness element (Dimension of wellness). Wellness tourism provides various treatments or activities aimed at balancing, body, mind and spirit.

In addition, based on (Fronchot and Morrison, 2000; Jang et al., 2002).The expected benefits or "benefits sought" are future oriented, compared to attained benefits, which

refer to an evaluation of whether desired outcomes have been achieved. Benefits sought to relate motivation whereas benefits attained are linked to tourism satisfaction. A close relationship between concepts such as needs, motives and benefits sought has been acknowledged by other tourism researchers.

According to Liang and Weiler, wellness tourism has in part been born from the foundations of health tourism it has developed into its unique and specialized industry. Health or medical tourism is largely concerning patients who travel abroad to undergo medical treatments or interventions that are more affordable and often alternative to modern western medicine (2008).

As concluded by (Dillette, et al.2018) a central element to the pursuit of wellness is a cultural shift from a reactive health and wellness paradigm to a productive and personalized approach. A proactive approach require a personalized reflection and self-study to identify ways to developed a balanced and healthy lifestyle that ensures long term well-being , rather than short term bandages. The concept of wellness entails that people are living healthy lifestyle to mitigate future illness. It conjunctions with the desire to maintain a healthy body, the literature supports the notion that people are also in pursuit in maintaining a healthy mind and spirit.

Moutinho et.al (2011) contends that the tourist consumer that want their real experiences reflected and connected to their very specific and personal needs. Tourist satisfaction depends on the quality of experience and there is no doubt about the importance of this issue in today's business environment.

Synthesis and Relevance

The above literatures and studies are related to the present study as the notion of this research is to identify the benefits of wellness tourism to the local tourist visiting Torrijos White Beach. These literatures and studies divulge the importance of health and well-being through physical, psychological, or spiritual activities which is the aim of the present study. The gathered related literatures and studies shared the ideas of how beneficial the wellness tourism.

Conceptual Framework

INPUT

IIOUTPUT

- What are the benefits of wellness tourism to the tourist visiting in Poctoy White Beach?
- What are the problems encountered by the tourist upon visiting the

place in regard of
wellness tourism?

- What interventions or
proposal could be
implemented for the
enhancement of
wellness tourism in the
place?

Figure 1. Conceptual Framework

PROCESS

- Questionnaire • Survey
- Observation

OUTPUT

- Wellness Tourism Benefits to the
Local Tourist
Visiting in Torrijos White Beach

This conceptual framework shows the input, process and output. The inputs of the study are the benefits of wellness tourism to the tourist visiting in Poctoy White Beach, The problems encountered by the tourist upon visiting the place in regard of wellness tourism, and the interventions or proposal could be implemented for the enhancement of wellness tourism in the place. The process is gathering by conducting survey by means of questionnaire and observation. And for the output, we came up for the whole research entitled Wellness Tourism Benefits to the Local Tourist Visiting in Torrijos White Beach

Definition of Terms

Attraction - A place of interest where tourists visit, typically for its inherent or an exhibited natural or cultural value, historical significance, natural or built beauty, offering leisure and amusement.

Biodiversity - It is the variety of life on Earth and a large part of what makes tourist destinations such as tropical forests, beaches and national parks so attractive.

Camaraderie - It is a mutual trust and friendship among people who spend a lot of time together.

Cognizant - Knowledgeable of something especially through personal experience. **Cordiality** - It is an act of sincere affection and kindness.

Interventions - The act of interfering with the outcome or course especially of a condition or process educational intervention surgical interventions.

Local tourist - It is someone who wants to go beyond the tourist traps but knows that there are reasons those attractions is popular.

Spiritual activities - It is the regular or full time performance of actions and activities undertaken for the purpose of inducing spiritual experiences and cultivating spiritual development.

Tourist Destination - Vacation spot or resorts area where many people go for leisure. This will be a big part of this study as the researcher will personally visit the destinations.

Wellness tourism - It is travel for the purpose of promoting health and well-being through physical, psychological, or spiritual activities.

CHAPTER III

Methodology

This chapter the researchers discuss research design, research locale, research population, research instrument to be used, data gathering procedure and Ethical consideration.

Research Design

The researchers will be using a descriptive method of research using survey questionnaires in order to find out the wellness tourism benefits to the local tourists visiting Torrijos White Beach. The researchers will be distributing questionnaires to the respondents. After the distribution of questionnaires, the researchers will tally and interpret the results, and will come up with conclusion and recommendation. This study assumes that the validity of the result of the questionnaire that will be answered by the respondents will determine the benefits of wellness tourism to the local tourists visiting Torrijos White Beach.

Research Locale

This study will be conducted in the Municipality of Torrijos particularly in Barangay Poctoy where Torrijos white beach is located. The subject of this research is the local tourist visiting Torrijos White Beach.

The researchers decided to conduct this study in the Municipality of Torrijos because Poctoy White Beach is the center of the study and where it is located. More than that the researchers will be able to distribute the questionnaire easily and gather imperative details for this study.

Research Population

The respondents of this study are the selected local tourists of Torrijos White Beach. The number of respondents is limited to 15 individuals.

Research Instrument

The research instrument that will be utilized in this study is the survey questionnaire. Through this the researchers will keep the record of survey to know the wellness tourism benefits to the local tourists visiting Torrijos White Beach.

There are two parts of questionnaire; the first part of the questionnaire determine the benefits of wellness tourism to the local tourists visiting Torrijos White Beach and the second part determine the problems encountered by the local tourist upon visiting the place.

Through this the researchers will have a record of his survey to know the benefits and problems of local tourist visiting Torrijos White Beach.

Data Gathering Procedure

The researchers will personally ask the target respondents for the permission and willingness to participate. The researchers will proceed to conduct an interview to the local tourists who are in Torrijos White beach if they give permission. After the interview, the researchers will distribute the questionnaires to the target respondents who will give permission to participate.

After answering the questionnaire the researchers will collect it and will proceed in tallying, analyzing and interpreting the collected data.

Ethical Consideration

With respect to the respondents' privacy and compliance, the researchers will assure that all the personal information of the respondents will be treated with respect and confidentiality. The researchers will undergo proper process of complying with the necessary documents before conducting the data gathering procedure. The researchers will ask first the permission of the respondents before distributing questionnaire and conducting a survey.

**“THE POTENTIAL OF WILDLIFE SANCTUARY IN BARANGAY TUMAGABOK AS
A TOURIST DESTINATION IN MARINDUQUE”**

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A Thesis Presented to the

School of Business and Management

Marinduque State College

In Partial Fulfillment

Of the Requirements for the Degree

Bachelor of Science in Tourism Management

CLARESSE SABIDA

MARY ROSE OBLIPIAS

BSTM 3A

CERTIFICATE OF ORIGINALITY

This is to certify that the sources in this undergraduate thesis entitled “**THE POTENTIAL OF WILDLIFE SANCTUARY IN BARANGAY TUMAGABOK AS A TOURIST DESTINATION IN MARINDUQUE**” properly acknowledged and duly cited.

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This is to certify that the study is an original research undertaking and has not been copied from a previous work.

Issued this day _ of November 2021 at Marinduque State College, Tanza, Boac Marinduque.

Claresse M. Sabida

Mary Rose R. Oblipias

Researchers

CHAPTER 1

THE PROBLEM AND ITS BACKGROUND

This chapter presents the background of the study, statement of the problem, significance of the study, scope and delimitation of the study.

Wildlife Sanctuaries of the Philippines were created to protect nationally significant species, groups of species, biotic communities or the physical features of the environment of

these designated areas, providing the natural conditions necessary, or where they may require human manipulation, for the perpetuation of the species.

Ecotourism is a form of tourism that involves responsible travel to fragile, pristine and relatively undisturbed natural areas. These natural areas usually have programmes to conserve the environment or sustain the wellbeing of the local people. An ecotourism holiday is done on a smaller scale compared to commercial mass tourism and is intended to be low impact. This means that tour operators and accommodation providers act as responsibly as possible, ensuring the protection of flora and fauna in the local area.

Wildlife Tourism is an element of many nations' travel industry centered around observation and interaction with local animal and plant life in their natural habitats. While it can include eco- and animal-friendly tourism, safari hunting and similar high-intervention activities also fall under the umbrella of wildlife tourism. Wildlife tourism, in its simplest sense is interacting with wild animals in their natural habitat, either by actively (e.g. hunting/collection) or passively (e.g. watching/photography). Wildlife tourism is an important part of the tourism industries in many countries including many African and South American countries, Australia, India, Canada, Indonesia, Bangladesh, Malaysia, Sri Lanka and Maldives among many. It has experienced a dramatic and rapid growth in recent years worldwide and many elements are closely aligned to eco-tourism and sustainable tourism.

The importance of Wildlife Sanctuaries is that they preserve the endangered species and protect them from humans and predators. Many species of plants and animals are on the threshold and extinction. Such creatures are conserved in the wildlife sanctuaries.

Statement of the Problem

This study aimed to know the Potential of Ecotourism Wildlife Sanctuary in Brgy. Tumagabok as a tourist Destination in Marinduque.

Specifically, it sought to answer the following research questions:

1. What is the Demographic Profile of selected local resident in Brgy Tumagabok in terms of:
 1. Age
 2. Gender
2. What are the Potential of Wildlife Sanctuary as a tourist destination in terms of:
 1. Hiking Area
 - 2.2 Camping Area
3. What is the proposed plan for making Wildlife Sanctuary as an eco-tourism destination in Boac in terms of:
 1. Facilities and Equipment
 2. Potable water Supply
 3. Transportation Services

Significance of the Study

This study focused in analyzing the Potential of Wildlife Sanctuary. Moreover, the result of the study will be beneficial to the following:

To the local government officials of Barangay Tumagabok

This study will serve as enlightenment to the local officials of Barangay Tumagabok and they will be able to have a basis on articulation of programs and prudence to protect the Marinduque Wildlife Sanctuary.

To the student

Who will become the future tourist; they learned something about the Potential of Wildlife Sanctuary that can be shared to others.

To the future researchers

This study will serve as reference for the researchers on the subject of research in the field of tourism. This will be also their basis to lessen or avoid hindrances they will encounter when conducting research.

To the People of Barangay Tumagabok

This research study will give idea to the people of Boac that there is a place where they can relax and refresh their mind.

Scope and Delimitation

This study will focus on the potentials of Wildlife Sanctuary in brgy. Tumagabok. The data will be gathered from selected residents and barangay Officials of brgy. Tumagabok as the participants of this research.

REVIEW OF RELATED LITERATURE AND STUDIES

This chapter presents the relevant literature and studies that the researchers considered in strengthening the claim and the importance of the present study. The information will provide a rich background for this research.

Foreign Studies

(Tapper, 2006), Wildlife is one of the components of biodiversity. It is a general term that technically covers both flora and fauna. In popular use, wildlife mostly refers to animals in the wild. Perhaps a classic image of wildlife for many people is a large mammal or a flock of wild birds, but the term is widely used to cover all types of animals, including all kinds of insects and marine life.

According to World Tourism Organization (UNWTO), defines tourism as a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. A tourist is a traveller taking a trip to a main destination outside his/her usual environment, for less than a year, but for more than one day. A more common understanding of tourism is travelling for leisure or sightseeing.

The tourism industry tends to use the term “wildlife tourism” rather than wildlife watching tourism. In many instances, the two terms are identical, but wildlife tourism is sometimes

also used to refer to hunting or fishing tourism and, in a few cases, refers to viewing captive wildlife in zoos or confined parks.

Diverse wildlife is an essential component of an ecosystem and a sign of a healthy environment. Humans derive many essential goods from ecosystems, including seafood, game animals, feed for animals, firewood, timber, and medicinal products. Diverse wildlife provides a range of services to humans, which are often unnoticed by many. These services include: medicines, air and water purification, drought and flood mitigation, generation and preservation of soils and renewal of fertility, detoxification and decomposition of wastes, and control of the vast majority of potential agricultural pests.

According to the International Ecotourism Society, defines ecotourism as “responsible travel to natural areas that conserve the environment and improve the well-being of local people”. Ecotourism focuses on experiencing wildlife in its natural environment. Although the goal of ecotourism is to enjoy nature, not all tourism in natural areas is sustainable and can be defined as ecotourism. An official global ecotourism certification scheme remains to be developed, but most agree that ecotourism should possess qualities such as minimal impact to the natural environment, sensitivity and enhanced awareness of local environments and cultures, financial support for local conservation initiatives, and empowerment and participation of local communities.

Local Studies

The Philippines is a gifted nation. Its biodiversed flora and fauna serves as virtual canvass to a lot of pictures que sceneries spread out in its 7,107 islands. People all over the world are not

only attracted to the bounties of the country but also fall in love, literally, with almost all the islands they visit, enjoying nature at its best.

According to Cereno (2014), tourism here has evolved from the so-called five(5) S namely sun, sand, seas, sports, and sex into the five (5) F such as forests, farms, fishes, food, and festivals. In Laguna, many scenic spots have been identified and developed as ecotourism sites since they possess at least one or a combination of two or more of the five (5) S. Ecotourism is an idea that emerged when the paths of conservation and travel industry crossed each other. It actually had its beginnings from awareness of our threatened environment which greatly increased in the early 90's.

(Calimag 1997), The concept of “ecotourism” was formally introduced in 1992 during the second National Tourism Congress (NTC).Ten (10) possible sites were prioritized for its implementation. Since then, ecotourism-related programs initiated included Calauit Game and Preserve Project in Palawan, the Philippine eagle Breeding Center in Davao and Philippine Raptors Conservation Project in Los Banos , Cave Management and Conservation Program, Coastal Environment Program, Wetland Conservation Program, Philippine Strategy for Biological Diversity Conservation.

From 1994 to 1998, series of regional seminars discussed sustainable tourism and ecotourism concepts and elements of sustainable tourism development framework were identified and key issues defined. It was during this period that the DOT and other agencies such as protected areas and Wildlife Bureau (PAWB) of the DENR, the National Commission for Culture and the Arts (NCCA), and the National Museum collaborated in fostering ecotourism. Afterwards, in 1999 then President Joseph Ejercito Estrada issued Executive Order (EO) 111, which created a national

ecotourism strategy and program for the promotion and Development of ecotourism in the county, and the National Ecotourism Development Council (NEDC).

PCAARRD (2013), Over the last 20 years, ecotourism has evolved as conservation of a community. It has brought the promise of achieving conservation goals, improving the well-being of local communities, and generating new businesses. Nowadays, ecotourism is fast becoming a buzzword for both local and foreign tourists, nature enthusiasts, and other individuals who view nature and nature-based tourism as educational, recreational, and a form of relaxation. With the Department of Tourism's (DOT) current slogan "It's more fun in the Philippines!" and the many positive responses to it, the national government expect a big lift in the country's tourism industry.

Nature tourists bring with them money to spend, money that creates jobs and incomes for households and communities in and around national parks and other protected areas. Ecotourism enterprises, tour agencies and guide services, lodges and private reserves as well as such satellite activities as crafts industries and transportation and food services, also generate revenues and foreign exchange.

Synthesis and Relevance

Based on the above mentioned studies, Foreign and Local Studies both related to present study of research entitled "The Potential of Wildlife Sanctuary in Brgy. Tumagabok as a Tourist Destination in Marinduque.

Conceptual Framework

This study is composed of the following concepts

INDEPENDENT

DEPENDENT

Figure 1

The figure shows the different variable of the study as shown on figure the Wildlife Sanctuary may be able to have a lot of Potential to be top of tourist destination. On the other hand local resident may have varying perception about it.

Definition of Key Terms

Development- the process of growing or developing. Refers to the development of Wildlife Sanctuary.

Facilities- A place, amenity, or piece of equipment provided for a particular purpose it is refer to the rooms constructed in wildlife sanctuary

Beauty- Is the natural created of realm living things.

Potentials- A chance or possibility that something will happen or exist in the future.

Wildlife Sanctuary- Refers to the place that has potentials to be one of the tourist destinations in Marinduque.

Chapter 3

METHODOLOGY

This chapter presents the methods of research used research design, research locale, research population, research instrument, data gathering procedure and ethical consideration.

Research Design

The researcher will use the descriptive qualitative method to gather data about Wildlife Sanctuary as one of the top tourist destination.

This study will utilized to the descriptive survey method with the used of observations, interviews and questionnaires as a primary source of information and data.

Research Locale

This study will be conducted in the province of Marinduque, particularly in Barangay Tumagabok Boac, Marinduque.



Research Population

The target respondents of this study are the selected residents in Brgy. Tumagabok, Boac, Marinduque. The researcher opted to take them as the respondents of this particular study since they are selected twenty (20) local residents and Brgy Official in Brgy. Tumagabok, Boac, Marinduque.

Research Instrument

The main instrument that will be use in this study is an interview. An interview will be conducted to give answers to the statement of the problem and validate the information provided by the participants.

Data Gathering Procedure

The researcher will distribute the research instruments to the respondents. Letter for the respondents requesting permission to answer the interview survey and observations. The researchers will explain the contents of the questionnaire.

Ethical Consideration

The researchers make sure that the personal information's of the respondents is safe and confidential. The researcher must assure that any type of communication in connection to the research should be done with honesty and transparency.

**The importance of Cultural Sensitivity awareness to the students
in the municipality of Buenavista**

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An Undergraduate Thesis
Presented to the Faculty of
School of Business Management
Marinduque State College

In Partial Fulfillment
Of the Requirements for the Research of
Bachelor of Science in Tourism Management

By
Leigh Ann De Luna
November 2021

CHAPTER 1

The importance of Cultural Sensitivity awareness to the students in the municipality of Buenavista

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INTRODUCTION

A Cultural sensitivity occurs when people recognize and are aware that each country or various ethnic groups of people have their own set of experiences, beliefs, values, and language that affect their perceptions toward life. Cultural sensitivity permits people to comprehend that there are differences between cultures

BACKGROUND OF THE STUDY

Some of the differences of Cultural sensitivity can be discovered while traveling outside of the country, such as through Cross-cultural sensitivity experiences. Likewise, a culture has its own norms and beliefs ,lack of Cultural sensitivity occurs when people generalize the idea that “we are more the same than different” or that a common culture is shared by all races, religious groups, or ethnic groups.To have an open mind to be able to gain insight toward learning new information and to gain new perspectives toward the other culture Every group of people or country has their own issues that can impact its cultural beliefs, values, and attitudes.

Many of the person has not had to face oppression, understanding how to relate to another person can be challenging a person’s positions will impact his or her interests toward resolving issues.We’re proud to be facilitating experiences that open the hearts and minds of travelers to new experiences and cultures around the world. We’re especially aware of the increased importance of promoting cultural sensitivity and awareness through all aspects of our work.

Cultural awareness or sensitivity is the first step towards cultural competency. It is the recognition of and respect for the different cultures that exist within a society and across the globe. Further, it recognizes that differences between cultures do exist and are based on many factors including religion, race, ethnicity, gender, education, nationality, politics, and geographic origin.³¹ Knowledge of and respect for these differences is key in all interactions and in the development of cultural skills.

As a result, people who exhibit cultural awareness towards others will develop a positive attitude toward people who are different, and as a result, enjoy more effective and enriching communication and experiences.

While cultural sensitivity is important in all encounters within a society, an awareness of the different beliefs, values, and customs of others becomes critical when dealing with cultures across the globe. This also becomes paramount for health care professional students and faculty members engaged in educational activities abroad and in the delivery of care to diverse patient populations. In the Global engagement between schools and colleges of pharmacy in the United States and those in other regions of the world, especially in Africa, Asia, the Arab World, the Caribbean, and Latin America, is increasing. Many international students and faculty members seek higher education and other training and professional opportunities in the United States first.

However, at the same time, knowledge of key aspects of shared culture is important because it affects how people within a culture think and act. Developing respect and understanding of the components of a culture among different groups, as in the case of global engagements, is critical to establishing sustainable relationships.

Thus, collaborative experiences should address such challenges to ensure a successful social and academic experience during the time the students stay in the host country the key to helping the students adjust during their stay. Loss of confidence, feelings of inequality, worsening mental health, and knowledge translation barriers

Cultural sensitivity is a necessary effort that one makes to become culturally competent. Once an individual recognizes the importance of cultural sensitivity, he or she can become culturally competent through the development of specific skills related to cultural competency.

STATEMENT OF THE PROBLEM

The study aimed to determine the importance of Cultural sensitivity to the students and person.

1. What is the importance of cultural sensitivity
2. Why is cultural awareness important for students?
3. What are the effect of cultural sensitivity in the Municipality of Buenavista
4. Why is cultural self awareness important?
5. What is the impact of cultural sensitivity to the students ?

SIGNIFICANCE OF THE STUDY

The research study would be beneficial to the following:

To Community : it we'll help the awareness and knowledge to the importance of Cultural Sentivity

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To researchers: it would to serve the additional information and references material that related to the topic of Sentivity

To students: this will give them awareness and appreciation and providing knowledge to the local communities

Scope and delimitation of the study

This study aimed to determine The importance of Cultural Sensitivity and local communities .It also focused to the important of Cultural sensitivity that we can help to the students and the impact the cultural beliefs of the local communities that we can know the culture and experience ,And importance of promoting cultural sensitivity and awareness through all aspects of our work.

Of this study we can know that why it is important to know the culture of sensitivity to the local communities and to the students .They have a big impact that many of us can relate the cultural sensitivity and they more some opportunities and we need to respect the environment

CHAPTER II

REVIEW OF RELATED LITERATURE

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lturally sensitive is shifting one's own thoughts and actions, to best present and align oneself to others.

After learning about one's own culture, a person can take that knowledge and compare hi This chapter presents the concepts of constituting the framework of this study. The review related literature was gathered from the different sources

Related Literature

Rudd & Lawson, 2007). Two main elements of culture are institutions and aesthetic components, which heavily influence a culture and an individual's values. Common institutions in cultures such as family, education, and religion vary in importance and influence depending on the culture. The recognition of the influence of the aesthetic component is especially important during nonverbal communication within a culture. "Aesthetic components of a culture give it its appreciation for beauty and other things pleasing to the cognitive and affective senses of an individual" (Rudd & Lawson, 2007). Aesthetic components consist of the definition and relevance of certain styles, designs, symbols, and colors

Foreign

Macdonald, 1991). These values, experiences, and communications are guidelines about what things mean, what is important, and what should be done" (Schmidt, Conway, Easton, & Wardrope, 2007). Culture guides the actions of individuals and groups. Consequently, it is necessary to understand different cultures when wanting to foster good relationships between cultures. To ensure a positive and understanding relationship between individuals, each person must realize that there are multiple layers to culture. Some layers are easily seen and others are only recognized when a person has become consciously aware of the main elements of his culture .

Having knowledge and understanding of what defines culture is the first step in becoming more culturally sensitive. "The most popular [concept of culture] is the iceberg model, in which we can see that only some aspects of culture are visible to us and many more are hidden. Like an iceberg where we can only see the top reaching out of the water, culture only shows us a few visible aspects and hides most of it under the seas (or in our case in societies that we visit or encounter)" (Haghirian, 2012). Cultural sensitivity is the effort an individual makes to see beyond the tip of the iceberg and try to understand the aspects of culture ththere hidden, but make up the base and the majority of the culture.

"As you learn to know a culture for yourself, you revise and enrich your own model of how the people in it feel, think and behave, and why they go on that way. Then you are ready to decide how best to channel your own feelings, modify your own thinking and adapt your own behavior to fit" (Bannon et al., 2003). The most difficult part of being cus culture to another. Becoming culturally aware of one's own cultural norms and of other's cultural norms is the initial step toward understanding the differences among cultures and being able to use one's understanding to better communicate and interact within a new culture

(Gundling, Hogan, & Cvitkovich, 2011). With a deeper understanding of both cultures, an individual can recognize the differences and the similarities between the cultures and readjust his thoughts and actions to better understand the new culture and communicate with the individuals from that culture

Milton J. Bennett. Bennett's Stages of Cultural sensitivity define the developmental process of an individual's integration into a different culture. Each stage provides a deeper understanding of one's experiences, thoughts, and actions while adapting to another culture.

For public relations, "culture provided the meaning for the various forms of communication behaviors, such as spoken language or nonverbal gestures, as well as the rules and norms that governed when and how these behaviors should be used" (Zaharna, 2000). With the guidance and understanding of culture, public relations professionals can better structure and interpret messages for diverse cultures. Language, nonverbal behaviors, and silent languages are especially important in communication for public relations practitioners, specifically spoken and written communication, including press conferences, interviews, press releases, and copywriting. Because there are so many factors that go into communication, such as language (traditional or slang), the importance of who is speaking, the context, nonverbal cues, and the reader engagement, the target culture must be understood (Payne,

A quote by R. L. Stevenson (Bannon et al., 2003) sums up how one must approach a new culture and individuals with different backgrounds and values. "There are no foreign lands; only the traveler is foreign." There is nothing foreign, nor weird about a new culture, because in actuality you are the "foreign" or "weird" artifice in comparison to the culture

Local

According to Joan Sieber (1992: 20), is 'the understanding and approaches that enable one to gain access to individuals in a given culture and to learn about their actual lifestyles (beliefs, habits, needs, fears and risks)'. In Phylis Eide and Carol Allen's terms (2005: 4), this is referred to as knowing the cultural context of the group that the researchers wish to work with. The researchers exhibit 'cultural sensitivity and competence' through their knowledge of the key values of the social groups. They also need to demonstrate 'culturally appropriate communication and willingness to learn'.

Schools have the rare privilege of being a setting where individuals from varied cultural backgrounds and different languages, values, beliefs, and worldviews come together for an extensive period for a common purpose: to acquire an education (Plata, 2008). The issue that most educators face is that there is not a one-size-fits-all model in order to educate those who come bearing outside cultural experiences

Individuals who are at this stage of cultural sensitivity become more competent in their ability to communicate with other cultures. They can evaluate other people's behavior from these people's frame of reference and can adapt behavior to fit the norms of a different culture.

People who seamlessly interact with others from different cultures by following the norms of that culture. They feel that they can respect their own values while adapting to the values of other cultures they interact with. They use empathy effectively.

Synthesis Relevance

In short, 2017 is turning out to be a challenging year for many Americans. Even simple, rational beliefs about equality and basic human rights have become increasingly politically charged.

We're proud to be facilitating experiences that open the hearts and minds of travelers to new experiences and cultures around the world. We're especially aware of the increased importance of promoting cultural sensitivity and awareness through all aspects of our work.

These values are paramount to assuring that citizens of our increasingly globalized planet are able to understand and respect one another. And embracing them is the only way to ensure that we'll be able to come together as people to ensure that our future holds more peace and promise than our past.

But having cultural sensitivity doesn't mean that you must be an expert in each culture's values. It simply means that you're willing to ask honest questions, seek understanding, and demonstrate empathy rather than judging those around you. It also means that, when you knowingly enter a space in which there will be cultural differences at play, you do a bit of homework beforehand and avoid knee-jerk reactions or jumping to conclusions.



Figure 1.Research Paradigm

The framework illustrate the Importance of cultural sensitivity awareness to the students specially the municipality of Buenavista wherein survey and interview were conducted how Importance of cultural sensitivity to the students.

Definition of terms

Relationship-It is important to be aware that close relationships may influence a person's behavior. These influences may be the member's closest social circle such as their spouse, close friend(s), partner or family member(s)

Individual-Some of the individual factors that may affect a member's behavior are their personal history, age, education, history of substance use or abuse or physical or mental disability.

Awareness- Know your reactions to other individual's differences.

Attitude- Be aware of any personal biases or beliefs.

CHAPTER III: METHODOLOGY

Research Design

This study is a research to determine and to know the importance of cultural sensitivity awareness to the students in the municipality of Buenavista

Research Local

The research was conducted on a selected barangay in the Malbog Buenavista to determine the importance of cultural sensitivity awareness to the students in the municipality of Buenavista

Research Population

The respondents of this is students on the selected barangay in Malbog Buenavista

Research Instruments

The research used to self administrador survey questionnaire that was given to the respondents of the study .The research to serve as a guide in the gathering data on the opinions of the respondents of the student

Data gathering procedure and Ethical consideration

The research sough permission from the thesis adviser prior to the conduct of the study .Also the letter of permission was also sought forward to the selected in Malbog Buenavista an informed consent was so secured from the respondets prior to the interview .The researched gathered data based on the scheduled date and it was conducted through online survey quistionnaire

SIGNIFICANCE OF CULTURAL IDENTITY IN AN INDIVIDUAL

At year 2021-2022

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An Undergraduate Thesis Presented to the Faculty of School of Business and Management

Marinduque State College

In partial Fullfillment of the Requirements for the Degree of

BACHELOR OF SCIENCE TOURISM MANAGEMENT

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Chapter I

Background of the Study

Introduction

How many times have people asked themselves, who am I? What defines me? Culture plays a very important role in the identity of people. People are born in a culture, their family's culture, but not with an already established culture. The term culture refers to the values, beliefs, customs, style of dress, food, songs and stories that are shared and learned in a characteristic group. On the other hand, identity is a set of features, attributes and characteristics that define a person. Identity is constructed by language, social structure, gender orientation and cultural patterns. Although many do not relate these two themes, there is a complex relationship between culture and identity.

When talking about identity, we generally define this word as the series of physical features that differentiate a person. Thus at birth, our parents declare us and give us a name with which they will identify us based on whether we are a boy or a girl. Identity is not only a right that declares the name, sex, time, and place that one is born; the word identity goes beyond what we define it. Identity is a function of elements that portrays one in a dynamic way, in constant evolution, throughout the stages of life identity develops based on personal experiences, tastes, and choices of a sexual and religious nature, as well as the social environment, these being some of the main parameters that influence and transform the day to day and allow us to discover a new part of ourselves.

Race, gender, sexuality, and ability are socially constructed cultural identities that developed over time in relation to historical, social, and political contexts. Race, gender, sexuality, and ability are cultural identities that affect our communication and our relationships. Cultural identity is an important contributor to people's wellbeing. Identifying with a particular culture gives people feelings of belonging and security. It also provides people with access to social networks which provide support and shared values and aspirations. We all have a right to know who we are, and where we are from. The people, places and stories of our families are a part of the unique story of who we are. Understanding your history can help build your personal growth and well being, and helps to connect us with each other.

Statement of the Problem

This study is conducted to figure out the significance of cultural identity in an individual in, Municipal of Gasan, Marinduque. This study will answer the following questions;

1. What are the demographic profile of the respondents?
 - 1.1. Name
 - 1.2. Age
 - 1.3. Gender
2. What are the importance of cultural identity to individual?
3. What are the effects of cultural identity to individual?
4. How does cultural identity influence an individual perspective?
5. What are the strategies to preserve the cultural identity in an individual?

Significance of the Study

This study is significant to cultural identity in an individual. The importance of this study is to give information about the significance of cultural identity in an individual.

Scope and Delimitation

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This study is mainly focuses on the significance of cultural identity in an individual. Selected 50 residents will serve as respondents of this study. It will be conducted in Municipal of Gasan, Marinduque.

Chapter II

Review and Related Literature

Foreign Studies

Culture is a complicated word to define, as there are at least six common ways that culture is used in the United States. For the purposes of exploring the communicative aspects of culture, we will define culture as the ongoing negotiation of learned and patterned beliefs, attitudes, values, and behaviors. Unpacking the definition, we can see that culture shouldn't be conceptualized as stable and unchanging. Culture is "negotiated," and as we will learn later in this chapter, culture is dynamic, and cultural changes can be traced and analyzed to better understand why our society is the way it is. The definition also points out that culture is learned, which accounts for the importance of socializing institutions like family, school, peers, and the media. Culture is patterned in that there are recognizable widespread similarities among people within a cultural group. There is also deviation from and resistance to those patterns by individuals and subgroups within a culture, which is why cultural patterns change over time. Last, the definition acknowledges that culture influences our beliefs about what is true and false, our attitudes including our likes and dislikes, our values regarding what is right and wrong, and our behaviors. It is from these cultural influences that our identities are formed.

Personal, Social, and Cultural Identities

Ask yourself the question "Who am I?" Recall from our earlier discussion of self-concept that we develop a sense of who we are based on what is reflected back on us from other people. Our parents, friends, teachers, and the media help shape our identities. While this happens from birth, most people in Western societies reach a stage in adolescence where maturing cognitive abilities and increased social awareness lead them to begin to reflect on who they are. This begins a lifelong process of thinking about who we are now, who we were before, and who we will become (Tatum, B. D., 2000). Our identities make up an important part of our self-concept and can be broken down into three main categories: personal, social, and cultural identities. Interest in online video games leads someone to become a member of a MMORPG, or a massively multiplayer online role-playing game community, that personal identity has led to a social identity that is now interpersonal and more entrenched.

Cultural identities are based on socially constructed categories that teach us a way of being and include expectations for social behavior or ways of acting (Yep, G. A., 2002). Since we are often a part of them since birth, cultural identities are the least changeable of the three. The ways of being and the social expectations for behavior within cultural identities do change over time, but what separates them from most social identities is their historical roots (Collier, M. J., 1996). For

example, think of how ways of being and acting have changed for African Americans since the civil rights movement. Additionally, common ways of being and acting within a cultural identity group are expressed through communication. In order to be accepted as a member of a cultural group, members must be acculturated, essentially learning and using a code that other group members will be able to recognize. We are acculturated into our various cultural identities in obvious and less obvious ways. We may literally have a parent or friend tell us what it means to be a man or a woman. We may also unconsciously consume messages from popular culture that offer representations of gender.nant and nondominant groups (Allen, 2011).

Dominant identities historically had and currently have more resources and influence, while nondominant identities historically had and currently have less resources and influence. It's important to remember that these distinctions are being made at the societal level, not the individual level. There are obviously exceptions, with people in groups considered nondominant obtaining more resources and power than a person in a dominant group. However, the overall trend is that difference based on cultural groups has been institutionalized, and exceptions do not change this fact. Because of this uneven distribution of resources and power, members of dominant groups are granted privileges while nondominant groups are at a disadvantage. The main nondominant groups must face various forms of institutionalized discrimination, including racism, sexism, heterosexism, and ableism. As we will discuss later, privilege and disadvantage, like similarity and difference, are not "all or nothing." No two people are completely different or completely similar, and no one person is completely privileged or completely disadvantaged.

Difference Matters

Whenever we encounter someone, we notice similarities and differences. While both are important, it is often the differences that are highlighted and that contribute to communication troubles. We don't only see similarities and differences on an individual level. In fact, we also place people into in-groups and out-groups based on the similarities and differences we perceive. This is important because we then tend to react to someone we perceive as a member of an out-group based on the characteristics we attach to the group rather than the individual (Allen, 2011). In these situations, it is more likely that stereotypes and prejudice will influence our communication. Learning about difference and why it matters will help us be more competent communicators. The flip side of emphasizing difference is to claim that no differences exist and that you see everyone as a human being. Rather than trying to ignore difference and see each person as a unique individual, we should know the history of how differences came to be so socially and culturally significant and how they continue to affect us today.pack how various identities have changed over time in the next section. There is, however, an ideology of domination that makes it seem natural and normal to many that some people or groups will always have power over others (Allen, 2011). In fact, hierarchy and domination, although prevalent throughout modern human history, were likely not the norm among early humans. So one of the first reasons difference matters is that people and groups are treated unequally, and better understanding how those differences came to be can help us create a more just society. Difference also matters because demographics and patterns of interaction are changing.

Culture' refers to the customs, practices, languages, values and world views that define social groups such as those based on ethnicity, region, or common interests. Cultural identity is important for people's sense of self and how they relate to others. A strong cultural identity can contribute to people's overall wellbeing. Cultural identity is not exclusive. People may identify themselves as New Zealanders in some circumstances and as part of a particular culture - Māori, Chinese or Scottish, for example - in other circumstances. They may also identify with more than one culture.The desired outcomes recognise it is important for people to feel a sense of national identity and also to be able to belong to particular social or ethnic groups. They recognise New

Zealand as a multicultural society, while also acknowledging that Māori culture has a unique place. Under the Treaty of Waitangi, the Crown has an obligation to protect the Māori language and culture. Defining a national identity is not a simple matter. New Zealand is a diverse nation, made up of many cultural groups, with many different customs and traditions. Many people identify their ethnicity in censuses as 'New Zealander', but how they define their 'New Zealandness' may vary from person to person. For example, they might see a New Zealand identity in aspects of New Zealand history, in New Zealand achievements in artistic or other endeavours, through a sense of national characteristics or traits, or through national symbols and icons. Māori culture may form one aspect of national identity, since it is unique to New Zealand and forms part of our identity in the outside world. Cultural identity is an important contributor to people's wellbeing. Identifying with a particular culture gives people feelings of belonging and security. It also provides people with access to social networks which provide support and shared values and aspirations. These can help break down barriers and build a sense of trust between people - a phenomenon sometimes referred to as social capital - although excessively strong cultural identity can also contribute to barriers between groups. An established cultural identity has also been linked with positive outcomes in areas such as health and education. Cultural identification also provides the individual with a sense of security, providing access to social networks and shared values. The development of cultural identity can lead to strengthened social capital. However, strong cultural identity can also be used negatively, as it can create barriers between different groups. Exclusion from larger cultural groups can also leave minority individuals with the feeling of exclusion. People undergo a three-stage process of acquiring cultural identity. Beginning with an unexamined cultural identity, where identity is taken for granted, individual then explore and question their assumptions during cultural identity search before reaching cultural identity achievement and acceptance.

Local Studies

Importance Of Filipino Culture

Culture plays an important role in one's life. Not just by the fact that it drives and lead the people to their way of life but it is also the key to one's identity. But having the notion that we are driven by our culture makes us separated from one another. Even in political and economical perspective, our social and cultural interests were the ones that we sought to look after upon deciding what is good and for our own purposes. It is true that in this century, we were not able to identify with ourselves that we are indeed separated from one another. For us, it is already embedded in our everyday lives. We may not notice it but this is the reality that seems ordinary to us. In this country, I must say that we as Filipinos has our own consciousness that lies in the ethnolinguistic culture in which where we came from. We only call ourselves as a Filipino by citizenship but our nationality is rooted in the region where we belong. State for example, one foreigner might simply ask "Who are you, and where did you came from?" and a Filipino's response is "I am an Igorot, from Ifugao, Philippines." Rather by saying I am a Filipino, our response will always be in terms of our regional identity. Another example is the fact that the Muslims in Mindanao called themselves as Bangsa Moro for they wanted to have their own identity separated from the state.

Why is it important to appreciate our Filipino culture and heritage?

Cultural heritage and natural history of a nation has a very high value and is unique. Culture and its heritage reflect and shape values, beliefs, and aspirations, thereby defining a people's national

identity. It is important to preserve our cultural heritage, because it keeps our integrity as a people. Why is Filipino culture unique?

Filipino culture is unique compared to other Asian countries, and beliefs apply every day in the life of the Filipinos and reveal how rich and blessed the culture the people have. This trait is usually seen during fiestas and holidays where many Filipinos are giving their best to entertain their visitors well.

The Filipino value system or Filipino values refers to the set of values that a majority of the Filipino have historically held important in their lives. This Philippines during the early colonial period by the Spanish. Catholic ideas continue to inform beliefs throughout Filipino society such as the sanctity of life and respect for hierarchy. Culture form the local character and the identity. Krause (2001) supported this point by introducing the idea that landscape does not only have spatial and structural characteristics, but also that cultural aesthetic expressions play an important role in landscape image and identity development. A city is within the integrity of the cultural meaning and significance of its region. The cultural integrity is influential in the development of the city; it is related to the historical events and it cannot be separated from its historical past. It is a collective treasure of the local community and is normally expressed through physical and spiritual heritage, e.g. monuments, historical sites and local festivals.

Synthesis and Relevance

Race, gender, sexuality, and ability are socially constructed cultural identities that developed over time in relation to historical, social, and political contexts. Race, gender, sexuality, and ability are cultural identities that affect our communication and our relationships. By learning and understanding different cultures you understand why people do things the way they do. When you identify with other people, you sympathize with their situation. This facilitates understanding and prevents misunderstandings. Culture study, in general, allows us to understand how the different cultures came about. It also gives an overview of how peoples' behaviors vary from one place to another. Any change in them can impact affect the world we live in some way so we better embrace with them keen understanding. A culture represents the beliefs and practices of a group, while society represents the people who share those beliefs and practices. Neither society nor culture could exist without the other. Diverse cultural perspectives can inspire creativity and drive innovation. Local market knowledge and insight makes a business more competitive and profitable. Cultural sensitivity, insight, and local knowledge means higher quality, targeted marketing.

Cultural identity is an important contributor to people's wellbeing. Identifying with a particular culture gives people feelings of belonging and security. It also provides people with access to social networks which provide support and shared values and aspirations. When talking about identity, we generally define this word as the series of physical features that differentiate a person. Thus at birth, our parents declare us and give us a name with which they will identify us based on whether we are a boy or a girl. Identity is not only a right that declares the name, sex, time, and place that one is born; the word identity goes beyond what we define it. Identity is a function of elements that portrays one in a dynamic way, in constant evolution, throughout the stages of life identity develops based on personal experiences, tastes, and choices of a sexual and religious nature, as well as the social environment, these being some of the main parameters that influence and transform the day to day and allow us to discover a new part of

Conceptual Framework

Input

Process.

Output

Definition of Terms,

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Significance- the quality of being worthy of attention; importance.

Cultural identity- is a part of a person's identity, or their self-conception and self-perception, and is related to nationality, ethnicity, religion, social class, generation, locality or any kind of social group that has its own distinct culture.

Personal identity- is the unique numerical identity of a person over time. Discussions regarding personal identity typically aim to determine the necessary and sufficient conditions under which a person at one time and a person at another time can be said to be the same person, persisting through time.

Social identity- An individual's social identity indicates who they are in terms of the groups to which they belong. Social identity groups are usually defined by some physical, social, and mental characteristics of individuals.

Sense of self- Your sense of self refers to your perception of the collection of characteristics that define you. Personality traits, abilities, likes and dislikes, your belief system or moral code, and the things that motivate you — these all contribute to self-image or your unique identity as a person.

Filipino culture- is an exuberant story that tells of the nation's journey through the centuries. Customs reflect the people's faith, their oneness with others, their affinity with nature, and their celebration of life.

CHAPTER III

RESEARCH DESIGN AND METHODOLOGY

This chapter present the research design, research locale and research population including the place and time of the study, methods and procedure in gathering the data, ethical consideration, statistical analysis and instrument use by the researcher to analyze and interpret the data.

RESEARCH DESIGN

The researcher used descriptive of research using quantitative approaches in gathering data and information from the respondents needed in the study. The main focus of the study is to determine the Significance of Cultural identity in an Individual. The researcher used the respondent from the Municipal of Gasan Marinduque. The goal of descriptive research is to describe a phenomenon and it characteristics. The data may be analyzed quantitative using frequencies, percentage, average or other statistical analysis to determine the relationship.

RESEARCH LOCALE

The study conducted at Municipal of Gasan Marinduque, is a third class Municipal in the Province of Marinduque. This location I chosen by the researcher for it will not be difficult for the researcher to gather information since he lived here.



Figure 2: Map of the location of Gasan,

RESEARCH POPULATION

The research population of this study comprised of selected Barangays at Municipal of Gasan Marinduque. In this study selected 50 residents of Municipal of Gasan Marinduque where data are collected and willing to be part of this study.

RESEARCH INSTRUMENT

In this study, the researcher will be using survey questionnaire to achieved the main objective of the study. The questionnaire is a set of orderly arranged questions carefully prepared to answer by the respondents to collect facts and information. The first part of the questionnaire is about the demographic profile of the respondents such as name, age, and gender of the respondents. The second part are the statements that will answer the importance of cultural identity to individual, the effects of cultural identity to individual, how does cultural identity influence an individual perspectives and the strategies to preserve the cultural identity in an individual.

DATA GATHERING PROCEDURE

The researcher follows certain procedure in conducting the study after given permission to conduct the study, the research started their study with the help of internet in acquiring as much as possible information that are related to the study. Then, the questionnaires that made by the researcher distributed to the respondents through face to face, following safety protocols procedures. The questions

and directions were explained and the respondents were assured that the information would be confidential. After collecting the accomplished questionnaire, the researcher analyze and interpret the data based on the responses of the respondents.

ETHICAL CONSIDERATION

Ethical consideration is necessary for the research study as all respondents or participants have moral and legal rights. In this study the researcher ensured they interact with the respondents in a personal way, that they did not invade their privacy with the permission from the respondents. These are the important features according to Greetham (2009) and Willian & Bruckler (2008). Some ethical considerations that the researcher in this study insured for the respondents was their safety to ensure that the research is not harmful for the respondents and certifies proper use of information. Dignity where the respondents were treated with great respect.

STATISCAL ANALYSIS

The data gathered based on the result of survey questionnaires. In this study the researcher will record, analyze and tabulated the gathered data and organize through the line graph and table. Descriptive statistics were used as percentage distribution and weighted mean. The percentage will translate the data into standard form in determining the Significance of Cultural Identity in an Individual the formula of weighted mean at percentage are:

$$\text{Sample proportion (\%)} = \frac{f}{N} \times 100$$

$$\bar{X} = \frac{\sum(w \cdot x)}{\sum w}$$

Where:

%- percentage

f-frequency

N-no. of respondents

Where:

\sum - summation

w - the weights

X - value

**The importance of
culture in the society as perceived by local residents in Tapuyan, Gasan, Marinduque**

A Thesis

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Presented to

The faculty of the school of Business and Management

Bachelor of Science in Tourism Management

Marinduque State College

In Partial Fulfillment

Of the Requirements for the Degree

Bachelor of Science in Tourism Management

John Alec J. Laurel

BSTM-3A

Chapter I

Introduction

Culture is a big part of what we are now today. It shapes our personalities, way of living and uniqueness from the others. The importance of culture in the society is that it develops our mind and preserves what we already have and learn how to embrace and be proud of it. It helps out society to be more civilized and knowledgeable about our own culture.

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Statement of the problem

The study was directed to the local resident of tapuyan .The researchers sought answer to the following questions.

- 1.Will the culture help the child grow up recognizing their tradition?
- 2.Do you believe in the old -fashioned culture is the ancient Filipinos culture?
- 3.Is culture are important to the students?

Significant of the study

The results of the study will be beneficial to the following;

1. Youth is the most persons to benefit from this study. It will help them acknowledge their own culture and inform them as well with the culture they already have. It will broaden their knowledge regarding their culture.
2. Elders also benefit from this study because it'll help them express their own perspective and knowledge about culture to the youth. This study may serve as a way to teach the new generation the importance of culture in the society in which they are born.

Scope and limitation

The researcher/s chose Brgy. Tapuyan Gasan, Marinduque as the place to conduct the study. The population consists of 50 persons, both male and female that is chosen using random sampling technique.

Chapter II

Review of the related literature

This chapter present the concept constituting the framework of the study. The review of related literature was gathered from different sources. The conceptual paradigm showing the relationship between variables is also presented in the chapter.

Foreign literature

According to the study of (Ali, Sheeraz & Kazemian, Bahram & Mahar, Israr. (2015). The Importance of Culture in Second and Foreign Language Learning. DINAMIKA ILMU: Journal of Education.) It is observed that language is used in a cultural phenomenon to exchange ideas and opinions or share experiences. It is so much interrelated that without understanding properly the cultural setting and social behaviour of a language use, it leads to misinterpretation and breakdown in the language communication, or it may result into errors and misunderstanding because language is not simply sending or receiving information but it functions as a social behaviour in certain cultural context. There are difficulties which are very complex to understand for foreign or second language learners according to required context to interpret and communicate (Emmitt & Komesaroff, 2003).

Local literature

According to (Bernardo, Allan. (2009). Culture and Philippine Psychology: Progress and Prospects.) Culture became a salient construct in Philippine psychology because Philippine psychologists wanted psychology to help us understand the Filipino experience. But merely describing the experience of Filipinos does not lead us to understand how culture defines the Filipinos' diverse psychological experiences. Doing research on Filipinos does not necessarily mean invoking culture as a psychological construct. To better understand the cultural dimensions of the Filipino psychological experiences, there is a need to theorize about how psychological phenomena are related to cultural variables. Theorizing about culture and Philippine psychology would require that we clarify how we should engage the construct of culture in psychology research, and define what cultural variables are psychological and what social variables are cultural in a psychological sense. It would also require that Philippine psychologists engage different levels of variables (cultural meaning systems, construals of social situations, individual differences), including non-psychological variables (social ecological variables). The engagement of these variables should involve detailed analysis and synthesis, and not just simplistic descriptions of social structures and of cultural practices and meanings. More important, theorizing about culture and Philippine psychology should involve understanding how cultural-level variables are shaped by social ecological variables including its historical, political, and economic dimensions, and also how cultural-level variables actually.

Conceptual framework

Figure 1. Research paradigm

As shown in the framework above, inputs compose demographic profile, Name, Age, Sex, and Address of the respondents. Research will provide questionnaire in this study and give it to the respondents to gather data. The output indicates the status of knowledge about important of culture

Definition of term

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Age refers to the number of years they lived.

Sex is refer to the identity of a person, describing the character of each person

Address refers to the specifies the person's residence and identity, here the information is placed for those who wish to visit, or to deliver the things from the person.

Name refers to identity the animals, place or things, specially by humans names, a specific human names.

Tradition is a cultural beliefs and behavior With a group or society, the tradition transfer from generation to another generation.

Youth is the period of life from childhood to maturity , And aging is changing the behavior, appearance and vigor etc.

Elder defined as a first born, or more adult, like standing a brother to his young sister. It seems like a more matured enough between his/her siblings.

Chapter III

Research methodology

Research design

The research design used in this research study is interview with questionnaire. Through the use of this, researcher will easily find out and analyze the results over the problem. This study employed qualitative approach in obtaining the data when it comes in knowing the Knowledge of local residents in cultures. The researcher come up on this study to reliable information regarding the topic.

Research locale

The researcher conducted the study in barangay Tapuyan, Gasan, Marinduque. The respondents will give a questionnaire to answe. The research chooses the place because it will give the researcher the needed information and respondents are from the said barangay.

Research Population

The respondent of this study were 50 local residents on Barangay Tapuyan were there is a respondent needed. Respondents who were not present during the actual data gathering were automatically excluded in the study.

Research Instrument

A self-constructed survey questionnaire was used in the study.

Data Gathering Procedure and Ethical Consideratio

The researchers sought, prior to data gathering, permissions to conduct study from the barangay captain concerned.

EFFECTIVENESS OF CULTURAL HERITAGE PRESERVATION THROUGH TOURISM OF MARINDUQUE: BASIS FOR INTERVENTION

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An Undergraduate Thesis
Presented to the Faculty of
School of Business Management
Marinduque State College

In Partial Fulfillment
Of the Requirements for the Research of
Bachelor of Science in Tourism Management

by
Jonalyn O. Ertá
November 2021

Name: Keith Richard M. Mataya

BSTM-3A

CHAPTER I

THE PROBLEM AND ITS BACKGROUND

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INTRODUCTION

Marinduque is best known for its unique cultural traditions such as the Moriones tableau, a colorful observance staged by the locals dressed as Roman centurions during the Lenten season. Tourists flock to the island province to witness this unique religious event. Those who visit Marinduque however, are treated to more than just the pageantry and spectacle of this festival as they discover and experience the varied delights this province has to offer – fine beaches, quality crafts, delicacies, nature explorations and the traditional Filipino hospitality.

According to Provincial Tourism Officer Gerardo Jamilla (2021), Marinduque's tourism sector lost around P400 million in revenue in 2020 when travel bans were imposed. Marinduque has 17 tourism and hospitality establishments accredited by the Department of Tourism (DOT). Marinduque, which is currently under the most relaxed modified general community quarantine, can attract visitors because it has open spaces and heritage and cultural spots that tourists are looking for, said Puyat, who was in the province to award certificates to beneficiaries of the cash assistance program of the DOT and the Department of Labor and Employment (DOLE). The DOT-DOLE cash aid is given to tourism sector workers who lost their sources of livelihood due to lockdowns and travel bans. Among the beneficiaries in the province were tricycle drivers and the makers and sellers of souvenir items.

The researcher is very much interested to find out the effectiveness of cultural heritage preservation through tourism of Marinduque in terms of tangible, intangible and natural cultural heritage. Also, to identify some helpful strategies that must be apply by the municipal tourism officers in Marinduque to enhance or maintain its effectiveness based on the results. Lastly, to come up with an intervention based on the findings. Specifically, traditional and local culture of indigenous villages which is a supporter of tourism, is a blend of natural beauty with elements of culture (language, symbols, norms, values and, artifacts), that must be protected to continuously preserve while building tourism. But empirically, most of the tourism area get influence from global culture that continually attacking local culture. In addition, many interests in the name of cultural preservation should also receive attention in order to see the preservation discourse that mask the common interest.

STATEMENT OF THE PROBLEM/RESEARCH OBJECTIVES

The main purpose of this study is to determine the effectiveness of cultural heritage preservation through tourism in Marinduque is.

This research sought to answer the following questions:

1. How effective cultural heritage preservation through tourism of Marinduque is in terms of:

1.1 Tangible Cultural Heritage

1.2 Intangible Cultural Heritage

1.3 Natural Cultural Heritage

2. What strategies must be implement by the municipal tourism officers in Marinduque based on the results? Page | 236

3. What interventions can be proposed by the researcher based on the findings?

SIGNIFICANCE OF THE STUDY

Research is made comprising its importance and impacts. The results and information within a research paper could bring benefits to other especially the target readers. In this research paper, the results of this study are made significant on different individuals and on different features.

In view of the importance attached to cultural preservation through tourism, that will provides desirable outcomes in society, as well as in giving rich and varied opportunities for the development of tourism's cultural heritage, the following were also considered significant:

The results of this study will provide knowledge to all students and teachers especially to those who are under the Bachelor of Tourism Management (BSTM) course, to those students who will take the said course, to those provincial and municipal officers and to the future researchers who are interested on the related topics.

- To students who are currently taking the Bachelor of Science in Tourism Management (BSTM), this study will helps them to identify the importance of preserving the culture.
- To those students who are willing to take the Bachelor of Science in Tourism Management (BSTM) course on the upcoming school year, through this study they could be aware of the negative intangible implications of tourism that affects culture and society. Gaining the prior knowledge on culture preservation through tourism will help them to be an active learner when they began to explore the world of Bachelor of Science in Tourism Management (BSTM) course.
- To the municipal and provincial tourism officers, the study will be a great helping hand in the development of the country's tourism sector while preserving culture that could be passed on to the next generation.
- To the future researchers, the study can serve in whatever way possible to help them to conduct a related study of more in-depth learning on culture preservation through tourism and the different strategies to apply in countering the tourism's intangible implications to achieve culture preservation.

SCOPE AND DELIMITATION OF THE STUDY

This study focuses on the Effectiveness of Cultural Heritage Preservation Through Tourism of Marinduque: Basis for Intervention and is delimited to the response of the observations of municipal tourism officers in Marinduque.

The respondents of this study are municipal tourism officers in Marinduque because they are more likely capable of giving a credible feedback on how effective culture preservation through tourism in Marinduque for they are responsible for making the province a balance island of tourism and culture preservation.

CHAPTER II

REVIEW OF RELATED LITERATURE AND STUDIES

In this chapter the summary, evaluation, and clarification of different related literature and studies are presented. The researcher viewed and look from foreign and local relevant sources in order to provision information on the study.

FOREIGN STUDIES

Cultural Heritage Preservation

According to The Venice Charter, the concept of a heritage sites not only the single architectural operate but also the urban and surrounding configuration in which is found the basis of a specific culture or civilization. This practises not only to great works of art but also to more modest works of the past which have acquired cultural significance with the passing of time. The preservation of heritages is always encouraged by making use of them for some socially expedient purpose. Such purpose is therefore satisfactory but it must not change the layout or ornament of the building. It is within these disposition only that adaptations demanded by a modification of function should be speculated and be authorized. Also, the heritage sites must be the object of specific treat in order to prevent their integrity and assure that they are apparent and demonstrated in an appropriate feature.

Tangible Cultural Heritage

According to UNESCO (2003), as cited by RichesResources.com, tangible cultural heritage refers to physical artefacts produced, maintained and transmitted intergenerationally in a society. It includes artistic creations, built heritage such as buildings and monuments, and other physical or tangible products of human creativity that are invested with cultural significance in a society like movable items such as sculptures, manuscripts, paintings, coins, and immovable items such as archaeological sites and monuments. It also includes underwater cultural heritage such as underwater ruins, shipwrecks, and cities (UNESCO, 2017). Based on its nature and tangible physical properties, tangible heritage is visible and easy to recognize. As Foote points out, the durability of tangible cultural heritage objects “describes them as resources for communication and transmission of information outside interpersonal contact box” (Salvatore, 2018). Tangible cultural heritage refers to physical artifacts produced, maintained, and transmitted intergenerationally in a society. Examples include the Taj Mahal, Machu Pichu, and the Great Wall of China. All these heritage sites and monuments are here thanks to human creativity and have a global cultural significance. It is important to preserve these cultural sites because of their value to local communities. Furthermore, and though they are physical objects, they help shape the aspirations, values, and beliefs of a person’s national identity.

Intangible Cultural Heritage

According to UNESCO (2003), as cited by RichesResources.com (2017), intangible cultural heritage’ indicates ‘the practices, representations, expressions, knowledge, skills – as well as the instruments, objects, artefacts and cultural spaces associated therewith – that communities, groups and, in some cases, individuals recognize as part of their Cultural Heritage’. Examples of intangible heritage are oral traditions, performing arts, local knowledge, and traditional skills.

The importance of intangible cultural heritage refer to the wealth of knowledge and skills that is transmitted from one generation to the next ones. First of all, for the minority groups and for mainstream social groups, the social and economic value of knowledge is relevant. Intangible cultural heritage is expressed through process, phrases, know-how, and abilities- that include associated objects and cultural spaces - that people distinguish as component of their cultural heritage. Spread through generations and constantly recreated, it ensures humanity with a sense of identity and continuity. Secondly, different sectors of the economy, for instance: rates of growth and development, the volumes of outflow of foreign exchange, infrastructure development, new management techniques and the training experience are certainly contributing to the economic and social development of a country. Safeguarding intangible cultural heritage is a valuable source of the economy. Safeguarding activities must therefore always involve the society, people and, where appropriate, individuals that bear such heritage. The global wealth of traditions is the principal motivation for travel, with tourists seeking to find out about new cultures and to experience the global difference of performing arts, handcrafts, rituals and cuisines. The cultural cooperation stimulates by such meeting prompts discussion, builds understanding and encourage tolerance and peace. Persons who realize these values, everywhere in the world have their own way for spreading their knowledge and skills, for the most of the times relies on word of mouth rather than written texts. In conclusion, the intangible cultural heritages create bridges between past, present and future; they make continuity and change the structure of the society with experiences like transition and transcendence.

Natural Cultural Heritage

According to UNESCO (1972), natural heritage refers to natural features, geological and physiographical formations and delineated areas that constitute the habitat of threatened species of animals and plants and natural sites of value from the point of view of science, conservation or natural beauty. It includes private and publically protected natural areas, zoos, aquaria and botanical gardens, natural habitat, marine ecosystems, sanctuaries, reservoirs etc. Natural World Heritage sites are globally recognised as the most significant protected areas on Earth. These sites provide life-supporting benefits to millions of people – 90% of sites provide jobs, two-thirds are crucial sources of water and about half help prevent natural disasters such as floods or landslides. It is under increasing pressure from climate change, infrastructure development, mining, poaching and other threats. To protect sites from threats, investment in their protection and management is urgently needed. Closely monitoring the status of sites, World Heritage-specific biodiversity targets, and adopting IUCN Green List standards for site management can also help. These sites are a litmus test for our ability as a conservation community to protect biodiversity and pass on nature's treasures to the next generation.

Natural cultural heritage are very much important for it provides crucial habitats to many iconic species, as well as protect rare ecological processes and stunning landscapes. They also contribute to economies, climate stability and human well-being.

Strategies in Developing/Maintaining Cultural Heritage Preservation Through Tourism

The tourism sector is recognized for its leading role as a catalyst for economic growth and cross-cultural exchange; therefore nations, governments, and policy makers should be mindful of the political, environmental, social, and cultural aspects of tourism development. It is important to realize in tourism programming and planning that the bearings of tourism shouldn't be assessed only by tangible economic gains, but also by intangible implications that affect society and culture. Among the most prominent negative effects of tourism are exploitation of cultural resources, environmental degradation, and considerable socio-cultural related impacts.

From a socio-cultural perspective, focus should be placed on mitigating negative impacts of tourism on host communities and helping to maintain their customs, traditional lifestyle, and authenticity, while celebrating the positive economic outcomes. Current tourism trends show an uptick in the number of tourists seeking local and authentic indigenous and community-based cultural experiences.

Oftentimes tourism experiences are altered to conform to tourists' expectations and desires, resulting in loss of authenticity and commercialization of local experiences and products, which threatens local cultural identity. The most critical elements to be examined and considered in tourism destination or product planning, to offset tourism growth benefits and potentially negative impacts of tourist influx. On the study of Shahateet (2017), it is stated that there are numerous ways to mitigate the negative impacts of tourism relating to cultural heritage preservation which the author himself learned firsthand:

1. Commodification

In response to the demand and expectations of the mainstream tourism sector, the portrayal of cultural products and experiences usually entails staging and using "theatrical" effects for cultural presentation. When used excessively to accommodate the fast-growing tourism sector, staged cultural presentation leads to increased commoditization of local cultures and destroyed authenticity. This has dual negative effects, both on host communities who lose the meaning of their cultural offering and on tourists who,

nowadays, place high value on authentic experiences. Governing authorities should adopt a holistic approach to tourism destination planning, with multi-stakeholder engagement, to cover the multi-faceted impacts of tourism growth. Emphasis should be placed on the social and cultural fabric by creating a balance between real and staged experiences, managing tourism flow to acceptable levels, and building local capacity to appreciate the long-term value of conserving their tangible and intangible cultural assets for future generations to celebrate.

2. Carrying Capacity

Each tourism destination should identify and sustain an acceptable level of visitation, as a management tool for tourism planning and development. Identifying a carrying capacity threshold is particularly important to manage tourists' flow and ultimately prevent compromising the environmental and cultural integrity or negatively affecting the visitors' experience. Depending on the nature of the tourism product — whether a heritage or archaeological site, a natural reserve, or a historical neighborhood, town, or city — there are comprehensive methodologies and tools that can be utilized to determine carrying capacity and limits of acceptable change. Based on that, management systems, guidelines, and design solutions are introduced in the tourism product development process to mitigate negative impacts on built and natural heritage, intangible heritage, and indigenous local communities.

3. Local Community Engagement and Awareness

As an underlying principle in tourism planning, it is crucial for governments to assess and develop a clear understanding of communities' attitudes and perceptions towards tourism. From there, methods can be deployed to:

- Create awareness of the benefits of tourism as a force for economic growth.
- Engage local communities in tourism development planning.
- Instill a sense of pride in locals related to their cultural values and authenticity when engaging in tourism activities.

This will reinforce the community's pride and importance of preserving their cultural assets as a source of economic sustainability for generations to come.

LOCAL STUDIES

Cultural Heritage Preservation

The Philippine Development Plan (PDP) pays close attention to the empowering nature of culture. Cultural awareness is a requirement for social inclusion and equity. Enhancing the social fabric toward a high-trust society entails building better relations for social cohesion among people. More and better interactions among members of a community, in turn, require awareness and appreciation of culture and values that drive people's attitudes and behavior. Culture is that complex whole of the people's way of life, which includes the knowledge, belief, art, law, morals, customs, values, ideas, sentiments, and any other capabilities acquired by a person as a member of society. It offers a summation and distillation of the past that provides a sound basis for living in the present and marching into the future.

Culture has several dimensions; its role in development spans and intersects with multiple sectors. As such, culture is regarded as one of the pillars for achieving inclusive, sustainable, and human-centered development. Building culture into the formulation of policies and in the design of development interventions enhances the effectiveness of programs and projects because cultural contexts are recognized. Failure to acknowledge the significance of culture in shaping our society may lead to cultural fragmentation, perceived distrust toward fellow Filipinos, parochialism, perpetuation of historical injustices, and inability to collaborate for nation building.

Tangible Cultural Heritage

Objects are important to the study of human history because they provide a concrete basis for ideas, and can validate them. Their preservation demonstrates recognition of the necessity of the past and of the things that tell its story. Tangible cultural heritage has a physical presence. Our heritage – physical and non-physical – is an important part of who we are and what we identify with, as individuals and communities. This cultural identity relies on the memory of communities and individuals: it is key to identity, well-being, decisions and actions. It includes Historic City of Vigan, Puerto Princesa Subterranean River National Park, Tubbataha Reefs Natural Park, and Rice Terraces of the Philippine Cordillera that only can be found in the Philippines.

Intangible Cultural Heritage

Intangible cultural heritage is important as it gives us a sense of identity and belonging, linking our past, through the present, with our future. Intangible cultural heritage is of both social and economic importance. It aids social cohesion and helps individuals to feel part of a community and of society at large. The Philippines currently has a total of three intangible cultural heritage elements inscribed in the UNESCO Representative List of the Intangible Cultural Heritage of Humanity. These are the Darangen epic of the Maranao people of Lake Lanao, Hudhud chants of the Ifugao, and Punuk, tugging rituals and games. According to Andas, C. (2021), the preservation of our country's intangible cultural heritage is an effort to remind ourselves of the vibrant and diverse nation that we are united.

There are more intangible cultural heritage known to Filipinos such as the likes of the Kuradang song and dance or the widely known folk dance, Tinikling. But it also makes you wonder about all the other practices, songs, expressions and rituals that most of us are unfamiliar with. Particularly those that aren't performed to the public and can only be found in far-flung communities that hold a rich history. Hopefully, more efforts are made to preserve our country's cultural heritage before it becomes lost and forgotten in the evolving times.

Natural Cultural Heritage

Exploring the Philippines' pristine beaches is often at the top of the list when planning a trip to the country. However, beyond the crystal waters and fine powdery sands, the tropical nation is also home to various cultural and natural attractions that are rich in history. There's none of the best tourist spots in the Philippines have been recognized internationally and are officially included in the UNESCO World Heritage Sites list. They range from important conservations sites such as the Puerto Princesa Underground River or the Subterranean River National Park in Palawan Island, the well-preserved Spanish-era Historic City of Vigan in Ilocos Sur, to the Rice Terraces of the Philippines in the Cordillera region of North Luzon. Visiting

all of these sites will give you a deeper look into the heritage of the different regions and will take you on a trip across the Philippine islands. The recognition greatly helps identify Filipino heritage sites that highlight our culture and the wonders of nature. But more than giving an identity, it also helps in the preservation and protection of these man-made structures and natural wonders.

Strategies in Developing/Maintaining Culture Preservation Through Tourism

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There is a risk that certain elements of intangible cultural heritage could die out or disappear without help, but how can we safeguard and manage a heritage that is constantly changing and part of 'living culture' without freezing or trivializing it? Safeguarding them is about the transferring of knowledge, skills and meaning. In other words, safeguarding focuses on the processes involved in transmitting, or communicating intangible cultural heritage from generation to generation, rather than on the production of its concrete manifestations, such as a dance performance, a song, a music instrument or a craft.¹

Preservation of culture and heritage through education The appreciation of cultural heritage should be communicated through an integrated education approach in this global society. Sustainability in the preservation of cultural heritage through education should be encouraged. It is a way of how tangible and intangible cultural heritage can be safeguarded.²

The role of media in preserving culture and heritage Digital storage has played a large role in the preservation of cultural heritage. It has enabled the sharing of cultural and historical heritage around the world. Digital storage is not only the most popular method of preservation, but it is the trend for the future.

3. How do the arts strengthen cultural values?

People pursue artistic and creative expression through a variety of outlets: formal theatrical performances, sculptures, paintings, and buildings; as well as the less formal arts, music and food festivals, celebrations and informal cultural gatherings, pickup bands, and crafts groups. Together, these formal and informal, tangible and intangible, professional and amateur artistic and cultural activities constitute a community's cultural assets. These activities – which encompass a diverse set of locations, spaces, levels of professionalism and participation, products, events, consumers, creators, and critics – are essential to a community's well-being, economic and cultural vitality, sense of identity, and heritage.

4. Protecting culture and heritage.

To be kept alive, tangible cultural heritage must remain relevant to a culture and be regularly practised and learned within communities and between generations. Safeguarding measures to ensure that intangible cultural heritage can be transmitted from one generation to another are considerably different from those required for protecting tangible heritage (natural and cultural).

5. Cultural rights and freedom

Cultural rights are human rights that aim at assuring the enjoyment of culture and its components in conditions of equality, human dignity and non-discrimination. They are rights related to themes such as language; cultural and artistic production; participation in cultural life; cultural heritage; intellectual property rights; author's rights; minorities and access to culture, among others. All persons with a particular cultural, religious, racial or linguistic background must not be denied the right, in community with other persons of that background, to enjoy his or her culture, to declare and practise his or her religion and to use his or her language.⁶

The preservation of cultural heritage in times of conflict Theft, war, civil disorder, terrorism, neglect and vandalism are human factors in the accidental or wilful

destruction of our heritage (Teiggeler, 2001). Of these threats, armed conflict remains particularly intractable and disturbing. Regrettably, of late we have experienced more than once how shocking the effects of a violent struggle can be on the heritage of countries. Undoubtedly, the final decade of the 20th century was marked by destruction of heritage on a symbolic scale that has been unrivalled for the past several centuries. Disasters need to be managed in order to control them, or at least to mitigate the effects. Disaster Management Cycle should address issues relevant to all phases of the disaster cycle: preparedness, response, recovery, rebuilding, prevention and mitigation. Yet, it should be realized that each collection, each building and each situation is unique and that every institution has to prepare for disasters with its own unique plan.

7. Preserving our heritage and improving our environment.

It is recognised that the retention of heritage buildings has environmental sustainability benefits. Conserving heritage buildings reduces energy usage associated with demolition, waste disposal and new construction, and promotes sustainable development by conserving the embodied energy in the existing buildings

Cultural heritage is under attack – from environmental degradation and climate change, from socio-economic pressures and the accelerating pace of urbanisation, from the strains of global tourism.

SYNTHESIS AND RELEVANCE

In the overall review of related literatures and studies, it could be derived that it's also necessary and important that culture heritage preservation still implemented through tourism by connecting and explaining it's types in innovative and more complex idea - Tangible, Intangible and Natural Cultural Heritage are generated as follow:

Tangible cultural heritage refers to physical artefacts produced, maintained and transmitted intergenerationally in a society. It includes artistic creations, built heritage such as buildings and monuments, and other physical or tangible products of human creativity that are invested with cultural significance in a society like movable items such as sculptures, manuscripts, paintings, coins, and immovable items such as archaeological sites and monuments. Objects are important to the study of human history because they provide a concrete basis for ideas, and can validate them. Their preservation demonstrates recognition of the necessity of the past and of the things that tell its story.

Intangible cultural heritage is important as it gives us a sense of identity and belonging, linking our past, through the present, with our future. It indicates the practices, representations, expressions, knowledge, skills – as well as the instruments, objects, artefacts and cultural spaces associated therewith – that communities, groups and, in some cases, individuals recognize as part of their Cultural Heritage. Examples of intangible heritage are oral traditions, performing arts, local knowledge, and traditional skills.

Natural cultural heritage refers to natural features, geological and physiographical formations and delineated areas that constitute the habitat of threatened species of animals and plants and natural sites of value from the point of view of science, conservation or natural beauty. It includes private and publically protected natural areas, zoos, aquaria and botanical gardens, natural habitat, marine ecosystems, sanctuaries, reservoirs etc. Natural cultural heritage are very much important for it provides crucial

habitats to many iconic species, as well as protect rare ecological processes and stunning landscapes. They also contribute to economies, climate stability and human well-being.

CONCEPTUAL FRAMEWORK

With the knowledge about the effectiveness of cultural heritage preservation through tourism of Marinduque in terms of Tangible, Intangible, and Natural Cultural Heritage, together with the different strategies that must be implement by the municipal tourism officers of Marinduque that will be acquired to the online Interview as the method of gathering data, Interpretation of data and Analysis of data, the researcher will be able to propose their interventions based on the findings.

DEFINITION OF TERMS

In case there could be misinterpretation, these terms are defined as follows:

Interventions - act or an instance of intervening in the study refers to the interference of the researchers based on their findings.

Municipal Tourism Officers - important individuals in tourism industry of Marinduque as the chosen respondents of the study.

Students - denoting all the learners who are taking and going to take the Bachelor of Science in Tourism Management.

Tangible, Intangible and Natural Cultural Heritage - types of cultural heritage which are the basis of the researcher in determining the effectiveness of cultural heritage preservation through tourism of Marinduque.

CHAPTER III

METHODOLOGY

This chapter explains in detail the methods and procedures used in conducting the research. It includes discussions of the research method, variables studied, population frame and sampling scheme, characteristics of the respondents, research environment, research instruments, and data-gathering procedures.

The Research Design

The qualitative research design will be apply in this study. According to Sauro (2015), qualitative research design generally use similar data collection techniques such as observation, interviews, and reviewing text. The purpose of this study differentiates something similar with different types of usability tests. The qualitative research design could be on its five methods which are ethnographic research, narrative research, phenomenological research, grounded theory, and case study. In those five qualitative methods, the phenomenological method is used in this research design wherein the study use the

combination of methods, such as conducting interviews, reading documents, watching videos, or visiting places or events to understand the meaning participants' places on whatever's being examined. The study relies on the participants' own perspectives to provide insights into their motivations. Similarly, the researchers conducted an interview to gather data about a common phenomenon which is so much related with culture preservation through tourism.

Research Locale

The study will be conducting in Marinduque. There's a possibilities that the available respondent/s are working in its six municipalities.

The researcher have chosen this province as an area of study because it is where the researcher's lived. Due to COVID-19 Pandemic, face-to-face interviews and meetings are limited that's why the face-to-face interview might become an online questionnaire interview. Among the beneficiary of tourism development, municipal tourism officers of Marinduque have a greater knowledge about the topic for they are the main responsible for the tourism of Marinduque while preserving its culture. It is necessary and valuable to find out the effectiveness of cultural heritage preservation through tourism of Marinduque from its municipal tourism officers itself and the strategies that must be implemented by them because with these information, them together with the researcher, they could be able to reflect and come up with an intervention that cares about the boosting the province's tourism and heritage preservation as well.

SUMMARY OF COMMENTS

BSTM 3-A (morning)

JONALYN,ERTA

Madami ang questions sa SOP

Iba ang thought ng questions

Re arrange the questions

Be specific

the word (Lastly) is not necessary

Itemize the beneficiaries (students, future researcher, Lgu's)

Narrative that supports the claim

Localize the set up

Bigger study

Focus on specific sector (from 5 A's)

Specific attractions

Have the profile of the attractions (sop 1)

Ano yung mga reviving activities na ginagawa ngayon ng mga business owners (SOP 1)

Ano yung epekto ng pandemic sa negosyo nila in terms of profitability.

Ano yung ginagawa nila para makasabay sa trends sa tourism business (SOP 2)

Ano yung intervention ng Lgu para makatulong sa tourism Business (SOP 3)

MARK MAGPILI

Madaming questions (11 questions)

align the questions to the title

Demographic profile in terms of what? (age, sex, other information)

be specific

What are the modes of transportation of the respondents(private or public vehicle)

The questions are too obvious

Travellers and drivers are the respondents

-Integrate the transportation in tourism

Choose the mode of transportation

What is the relation of your topic to the tourism

Evaluate the policies in this pandemic

Once you choose transportation you will partner it on attractions

Look on more RRL

Medyo konte dapat ang Sop kahit tatlo

exclude SOP number 4

GUILLER MAULION

Maunti ang Respondents (3 beach resort lang)

consider the whole island

Wag na ilagay yung "Tourist Arrivals" sa title.

economic, environment, technological innovation (SOP 2)

Available amenities on the resort not only the Room Capacity

why not focus on the challenges of transportation in Maniwaya

PATRICIA LINGA

word quarantine is not appropriate. Use other word (Lockdown Policy)

Types of agritourism business should identify

do not use the word Struggles instead Problems.

why not focus on food tourism or food security

what are types of agritourism business (SOP1)

what are the effects in agritourism Business (SOP 2)

How did they overcome

what are the interventions

FEOLINO, STELLA MARIE

Title(Know the participation of the Community)

-SOP: Awareness, consider the word PARTICIPATIONS

SOP No. 1. Tangible or intangible

SOP No. 2 Know the level of awareness and required statistical test

-SOP No. 3. The word material, you will change it to program

-In the Significance of the study. Enumerate 5 and discuss.

Like for e.g. To the Students

GARCIA DEA MARIE

Suggested Title: Putong the cultural identity of Marinduquenos as manifested by their way of welcoming guest

Marami ang variables na ginamit

Make sure that it will be supported by the RRL if ipag papatuloy ang study.

Already made this study

Know the differences dun sa naunang study

ERIKA Malucong

Significance of the study (Kulang)

RRL(masyadong maliit, paki dagdagan)

This study is very broad. Maging specific sa pag pili na gagawing study upang di mahirapan

Sustainable outcome

-Identify the result

Make it clear on what do you mean about Impact development(masyadong malabo)

SAGUID MARIE ANN

- Pareho lang ang SOP 1 and 2

- Make sure na ang respondents ay local

You need to analyzed the Motivational awareness

Gretchen Zulueta

The word Era is not appropriate

The topic is Generic and it is not connected to tourism

Kapag ang study ay involved ang students and teachers specificall this is for (educ major)

Dapat Relevant sa tourism

MADLA , EUNICE JOY

Moriones festival as Lenten rites

number if qualitative or quantitative.

Know the impact of this cultures

Instead festivals Lenten rites

Pattern the study to Mr. Mataya the significance

SOP

1.Moriones Lenten rites pictures, profiles

2.assesment of moriones Lenten rites interms of economic

3.significance and different of socio or cultural

Mixed method

KEITH,RICHARD MATAYA

SOP

What are the cutural heritage existing and how effective.

Community participation

Cultural mapping

More RRL

Programs of LGU

DE, BELEN

No comments.

Summary of Comments

BSTM 3-A (Afternoon)

PROPOSAL Title:

Benefits of Wellness Tourism to the tourist visiting poctoy white beach in Torrijos, Marinduque

Kimuel Byron Medina

- give another types of wellness available in poctoy
- pwede ng title yung specific wellness activity
- benefits of choosing wellness
- limit your scope on your study
- focus on personal benefits
- sop: problems encounter of Poctoy Wellness activity available in poctoy
- what are the recommendation to the improvement of poctoy
- Dagdagan yung title

Potential of Wildlife Sanctuary in Barangay Tumagabok as a Tourist Destination in Marinduque

Mary Rose Oblipias and Claressa Sabida

- Need to educate the guide
- need to give importance sa naga mamahala sa Sanctuary

- coordinate properly in Protected areas supervisor, DENR and PASO

Importance of Cultural sensitivity awareness to the students in the Municipality of Buenavista

Leigh Ann DeLuna

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- purely qualitative your research
- help to Psychology to interpret your paper
- palitan yung students sa title
- dapat ibat ibang edad
- need help to tourism Office

Significance of Cultural Identity in an individual

Candidate: Mark Joey Q. Sapungan

- focus on issues and concerns in tourism industry
- component of attractions or activities
- lack of connection to Tourism Industry
- right up the SOP

John Alec Laurel

- choose and focus on specific culture that popular in Tapuyan Gasan Marinduque

DELACRUZ , DIANE BABES

- Paper should focused more on tourism industry sector
- Revised SOP
- bakit mo napili ang iyong topic
- okay naman ang study
- makakatulong upang mas makilala pa ang msc

LUMALANG , CARLOS

-for the title make it simple

*Understanding millennials tourism values as key for identifying target clusters as tourism *

-SOP change

*What are the practices of millennials and pose millennials as tourist .

*How do new technology support in the tourism choices

*What are the main differences between millennials and pose millennials .

-Review the write up , technicalities in writing research paper

-Comparative studies between baby boomers and millennials of the values that regards tourism.

TAN , JOBIELLY

- Tourism marketing

- SOP

- The sop number 3 and 4 magiging parameters or include nling sa questionnaires on how to promote the Festival Tourism

- focused on social media channel

- okay na yung study

- recommendation to change the title

*Importance of promoting Festival Tourism in Gasan , Marinduque.

-Dagdagan ang kaalaman sa Icon Festival

-Need to preservethe festival

- suggest na mag put ng museum dor each municipality for icons items that related in Cultural heritage/ tourism

- Know the target market

-Study the round tourim gasan

-Participation of community private/ public government should participate to become successful the Festival events

Rea Hanna Embing

Music lang dapat under pop culturte dahil malawak ang pop culture.

Di na asama ang age sa demographic profile.

Technology used- pwedeng isama kung may kahalagahan ito sa paghahanap ng impact.

Mas specific dapat pagdating sa life style in SOP number 2.

Number 4.SOP. purpose of pop culture ay di na daw asama dahil mahihirapan ang respondents niya sa pag sagot dahil malawak pag purpose. Page | 253

Event nalang daw dahil malawak ang pop culture para connect din siya sa economy. Event narinaganp usually sa Boac.

Alamin ang measurement if how does it impact the economic, socio & political.

Identify more dimension/subdimension

Di tugma ung significance aling dapat sa study

Dapat maintindihan mabuti what pop culture is and its impact and effect bin local culture.

We are open to the introduction of such thing like pop culture but it should be in waus na hindi matatakpan ang pinagyayamang kultura, dapat naka base parin dun da culture of Boac ung influence ng pop culture.

Asama kung anong yung introduction ngayon like kung baby boomers, millennials.

Dizella Mae Esplana

-SOP 2.1 Irevive instead na influence

-4.1 palitan ng impact

-SOP1 need to identify profile or picture identify ancestral house in boac

-SOP2 practices of LGU we should in ancestral house in Boac

-Mas madali kung isa sa conservation, identify type of design of architecture original of boac or marinduque design, yung tulod ng mediagua

Jacky Salazar

-Aremove daw niya yung local tourism don sa title niya kasi, diraw fit dun sa overall title. Tas ang bored daw masyado nung development sa title, kaya kaelangan simplehan na lang.

-maganda dapat alam mo ang attitude ng iyong barangay

-we can support or participate toward sustainable tourism development

Parang sa mga PSA daw ung mga tanong niya kaya kelanmagan ng konting revision simplehan na lang.

- Align ko daw niya yung research niya dun sa research in Estella
- Importante malaman ang attitude ng iyong mga respondents
- kailangan pagaaral ng mabuti yung kultural and tourism assets involve in tourism
- identify tourism attractions should be properly level, describe para di siya maging mali